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THE NATIONAL NEWSPAPER OF MARKETING

Seagram Seeks New Agency for Calvert Brands

$34,000,000 Advertiser Aims to Consolidate Its Brands in Fewer Agencies

NEW YORK, Dec. 30—Joseph E. Seagram & Sons today announced a realignment of advertising agencies for several of its brands.

- Kessler whisky will be moved from Young & Rubicam to Warwick & Legler.
- Warwick & Legler will continue to handle all advertising for Seagram name brands.
- Young & Rubicam will continue to handle Four Roses brands.
- All Calvert name brands—Calvert Reserve, Lord Calvert and Calvert gin—will be consolidated in one agency, still to be selected. Four or five agencies, including Grey Advertising Agency, which now handles Calvert Reserve and Calvert gin, have been asked to make presentations.
- This decision will require termination of the services of Cohen, Dowd & Aleshire, which has been handling Lord Calvert, Carstairs, Gallagher & Burton and Myers' rum.
- Carstairs and Myers' rum will be moved to Doherty, Clifford, Steers & Shenfield. That agency now handles advertising for Seagram's White Horse scotch, Hunter, Paul Jones and Wilson blends, Wolfschmidt vodka, Canadian Ten and Martell cognac.
- No determination has been made yet as to where Gallagher & Burton will go from Cohen, Dowd & Aleshire.

■ Reason for the shifts, a company executive said, "is to get more

(Continued on Page 8)

JUNE IN JANUARY—*The Del Monte Pineapple Sun Fest promotion, which ties in Jell-O, Pillsbury cake mixes, Kraft cheese and Quaker Oats, kicks off with this color spread in the Jan. 28 Life. The same ad appears in Canada in the Feb. 14 Weekend Magazine. McCann-Erickson, San Francisco, is the agency.*

Burnett Noses Out McCann in Crystal Gazing Derby: Sees Ads at $20 Billion Level by '68

CHICAGO, Dec. 30—Over-all U.S. advertising volume will reach $20 billion by 1968, $13.2 billion of it going to national media and $6.9 billion to local, Leo Burnett predicts.

Writing in the January *Food Business*, Mr. Burnett, chairman of the Chicago agency bearing his name, says these figures, based on projections of trends of the last decade, will reflect a growth in both population and discretionary spending power.

■ He makes these specific predictions:

- People's diets will be upgraded, forcing food admen to raise their copy sights.
- The average person ten years hence will be exposed to about 10% more ad impressions, because ad message volume will increase by 30% in that time while the

(Continued on Page 50)

NEW YORK, Dec. 30—McCann-Erickson expects advertising expenditures to double in the next 10 years.

In a new booklet, "The Decade of Incentive," the agency looks forward to what it calls "the massive economy of the '60s" as a period of ever-rising output and spending.

By 1970, McCann says, national output will be "enough to provide 30% more goods and services per person for 25% more people, with perhaps 8% less work time per person."

McCann projects total personal expenditures of $465 billion for 1970, compared to $288 billion in 1958. It expects advertising expenditures to rise to about 3% of gross national product.

■ "As the markets for discretionary goods expand in the next ten years," the agency study points out, "total advertising and sales promotion expenditures are likely to advance at least at an equal rate.

"By 1965, total advertising vol-

(Continued on Page 50)

U.S. May Ask Net Licensing by FCC, Broader Injunction Power for FTC

But Both Can Do More Under Laws Now, Says Rogers' Report to Ike

WASHINGTON, Dec. 31—In a report to President Eisenhower today, Attorney General William P. Rogers raised the possibility of sweeping new legislation to bolster the government's power over advertising and broadcasting.

The report finds that federal agencies may already have ample authority, and it outlines a long series of administrative measures the attorney general thinks the Federal Trade Commission and Federal Communications Commission should make without awaiting further advice from the White House or Congress.

■ At the same time, it said if further power is needed, it would be appropriate to consider (1) legislation placing direct regulatory authority over networks in the FCC and (2) legislation enabling FTC to obtain temporary injunctions to stop all false advertising pending the completion of administrative procedures.

The report commends current industry efforts to clean house, but says these cannot be successful unless the regulatory agencies "manifest continued concern in protecting the public interest and exercise their powers directly and promptly."

Among the moves recommended in the report are:

- **For FTC:** (1) In cases involv-

(Continued on Page 49)

Bulova's Stereo, Radio Sets Shift to SSC&B from McCann

NEW YORK, Dec. 31—Bulova Watch Co. has appointed Sullivan, Stauffer, Colwell & Bayles to handle advertising for its radios and stereophonic phonographs.

In breaking off this segment from McCann-Erickson, Bulova cited "certain product conflicts" with an unnamed McCann client.

McCann's Marschalk & Pratt division services Magnavox. Westinghouse is also a McCann client, but its radio-tv-phonograph line is handled by Grey Advertising Agency.

Tad Jeffery, vp and director of advertising, said the move to SSC&B would enable Bulova to pay greater attention to its expanding line of radios and phonographs.

■ In addition, he cited SSC&B's "proved record of success on established products as well as its skill in launching new products."

These comments gave rise here to the feeling that Bulova plans to diversify further into new product fields. The agency move also may be a prelude to an expanded marketing effort for the radio-phonograph line. Up to now, Bulova radios and phonographs have been sold only through jewelry stores, and they have not carried a very heavy ad budget.

Bulova, world's largest maker of jeweled watches, spent more than $7,000,000 this year with McCann.

At Speech Convention . . .

'Scandal' at FCC Is 'Imagined' by Critics: Doerfer

Proxmire Suggests 30-Day Ad Suspension as Penalty for Stations

WASHINGTON, Dec. 30—Federal Communications Commission Chairman John Doerfer angrily protested today that "the whole scandal at the FCC is mostly in the minds and imaginations of people who have been afraid to stand up and be cross examined."

Among the most bitter critics of the commission, he contended, are newspapers which applied for radio or tv licenses and lost.

His off-the-cuff outburst provided a dramatic climax to a panel discussion on the regulatory authority of the FCC which was part of a meeting here this week of the American Speech Assn.

■ In his initial remarks Chairman Doerfer explained why he believes FCC cannot change its regulatory procedures until it has explored constitutional limitations on its authority to review program content.

"Some people believe we have a right to consider the over-all performance of a station," he said. But, he said, there have been recent Supreme Court decisions which, while not applying direct-

(Continued on Page 49)

'Completely Satisfies Owner, as Well as Dog' . . .

Gaines vs. Purina Battle Looms for Dog Food Market-Share Ascendancy

General Foods Sets Gravy Train Drive to Wrest Lead from Chows

NEW YORK, Dec. 31—A dog fight seemed to be shaping up today between General Foods and the Ralston Purina Co., with leadership in the $117,000,000 dry dog food market at stake.

General Foods announced it plans a "multi-million dollar" introduction of a new dog food called Gravy Train. The product, made by GF's Post division, was said to be getting the biggest advertising send-off ever put behind a dog food. The campaign will start late this month.

■ Meanwhile, in St. Louis, the Ralston Purina Co., which has been share-of-market leader for a year and a half with its Purina Dog Chow, announced the start of a promotional push, estimated at more than $150,000, apparently timed to blunt the Gravy Train introduction.

Purina pushed to the fore in the dog food race in 1957, when it launched Dog Chow on the wings of a $3,000,000 advertising campaign. While General Foods declined to reveal its introductory budget for Gravy Train, it would have to exceed $3,000,000 to support its "biggest" claim.

Ralston, meanwhile, said its current budget for Dog Chow made the company the biggest ad spender in the field. The company explained that the new $150,000 push—set for early February, just after Gravy Train starts rolling—is in line with a new policy of using two special drives annually in addition

(Continued on Page 34)

Last Minute News Flashes

Pharma-Craft to Daniel & Charles; Drops JWT, Cohen

NEW YORK, Dec. 31—Pharma-Craft Corp., billing above $2,000,000, is leaving J. Walter Thompson Co. and Cohen, Dowd & Aleshire. JWT is losing Fresh deodorants and Coldene cold medicines; Cohen, Dowd is losing Ting, athlete's foot preparation. Daniel & Charles has been named to handle Fresh, Ting and a new product "being readied for test marketing." Coldene had not been assigned to a new agency today, but Wexton Co. reportedly was among a number of finalists for the account. Pharma-Craft, a subsidiary of Joseph E. Seagram & Sons, said it was "nearing completion of a marketing reorganization, with the realignment of its agencies." It added that it dropped Thompson and Cohen, Dowd because of "a difference in marketing philosophy."

Elgin Watch Shifts to K&E from JWT in Canada

TORONTO, Dec. 31—Elgin Watch Co. has named Kenyon & Eckhardt here to handle its advertising, beginning Jan. 1. The account has been with J. Walter Thompson Co.

Trifari Jewelry Moves to Rockmore from Grant

NEW YORK, Dec. 31—Trifari, Krussman & Fishel has switched advertising of Trifari jewelry to Rockmore Co. from Grant Advertising. The new agency plans a ten-out-of-12-months campaign, instead of the spring and fall emphasis used in the past. The account reportedly bills about $300,000.

(Additional News Flashes on Page 49)

No Single Component of Ad Business Can Cleanse It, AFA Replies to Cone

'No Comment,' Is 4A's Reaction to Agency Head's Year-End Blast

NEW YORK, Dec. 30—The troubles of advertising, reflected most recently by Fax Cone's criticism of the business and its major associations (AA, Dec. 28), brought different reactions this week from two of the most influential organizations in the field.

• The Advertising Federation of America—accused by the Foote, Cone & Belding boss of holding to a "quaint notion that most of the trouble with advertising stems from a lack of widespread understanding and appreciation of its virtues"—denied the charge and said advertising's troubles stem "from the misdeeds and the shortcomings of its practitioners."

• The American Assn. of Advertising Agencies—charged by Mr. Cone with never kicking anyone out "for cutting capers"—yesterday told ADVERTISING AGE, through its president, Fred Gamble, that there was "no comment." Mr. Gamble said he saw "no reason why we should comment; our members are free to speak out any time they want to."

■ Mr. Cone's statement that "organizations in advertising will have

(Continued on Page 51)

Needham Marks 35 Years as President of His Own Agency

CHICAGO, Dec. 30—With the start of 1960, Needham, Louis & Brorby marks its 35th anniversary and the continuous tenure during that period of Maurice H. Needham as president.

Mr. Needham on Jan. 2, 1925, opened Maurice H. Needham Co. with a staff of two, little cash and much enthusiasm. First year billings amounted to $270,000. Today the agency is among the 25 largest in the country, with an estimated $38,500,000 billings figure reported for 1959.

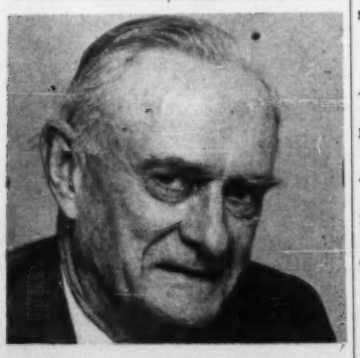
Maurice H. Needham

With Mr. Needham in the original agency force was Melvin Brorby, now senior vp. Then, in 1929, the late John J. Louis joined the company, and it became Needham, Louis & Brorby.

In addition to headquarters here in the Prudential Bldg., the agency has offices in New York, Toronto and Hollywood. Through these offices it handles 31 accounts, among which are such longtime clients as S. C. Johnson & Son, Kraft Foods and State Farm Insurance Companies, that in 1959 marked 30, 25 and 20 years, respectively, on the NL&B roster.

The agency is owned by its employes through a stock ownership plan that includes about one-half the staff, Mr. Needham said. Employes today number 335.

■ Discussing NL&B's anniversary, Mr. Needham said, "I do not find the basic operation of an agency today much different than it was 35 years ago. Of course the entrance into the advertising field of new media . . . has created additional work and problems and many more people to work with." #



E. ROSS GAMBLE, *vp, director and treasurer of Leo Burnett Co., retired Dec. 31 after 56 years in the agency field, the last 24 with Burnett.*

Faked Auto Glass Ad 'Discontinued in Good Faith': GM

WASHINGTON, Dec. 30—General Motors Corp. denied today that its tv commercials for safety plate glass mislead the public, but it told the Federal Trade Commission it has discontinued a commercial which was allegedly rigged to exaggerate the distortion in sheet glass used by competing auto makers.

In response to a complaint which FTC issued against GM and Libbey-Owens-Ford Glass Co., Toledo, GM said the glass used in the windows of its cars "is superior to glass used by every other U.S. manufacturer of automobiles in the windows of automobiles each manufactures."

GM further contended, "There is no optical distortion in the

(Continued on Page 49)

Hughes Heads Joined Ad Units at Sylvania

NEW YORK, Dec. 30—Sylvania electronic tubes, a division of Sylvania Electric Products, has consolidated its advertising, sales promotion and merchandising activities into a single department.

Don Hughes, formerly manager of advertising and sales promotion, heads the new department, with W. T. Buschmann, who has directed the division's merchandising activities since 1956, moving to distributor sales manager for the division's eastern region. #

On page 16
You saw the famous hands of
Artur Rubinstein
Born in Warsaw, Poland, Mr. Rubinstein's fame has spread throughout the world. Today, a U. S. citizen, he is proud to be identified as an American pianist. And like millions of his fellow Americans, Mr. Rubinstein finds life at home easier . . . travel by land, sea and air more dependable . . . industrial products increasingly better . . . thanks to Robertshaw-Fulton Controls Company, world-wide makers of controls for an automatic today and a still more automatic tomorrow.
Robertshaw
keeps everything under control
ROBERTSHAW-FULTON CONTROLS COMPANY
Executive Offices: Richmond 19, Va.

WHOSE HANDS?—*Robertshaw-Fulton Controls Co., Richmond, Va., will run "teaser" ads like this in Barron's, Business Week, Financial World, Forbes, Fortune, Harvard Business Review, The New Yorker, Sports Illustrated, U.S. News & World Report and Wall Street Journal during 1960. Full-page ad, left, asks the question about the hands, smaller "answer" ad appears later in the book. Cargill, Wilson & Acree, Richmond, is the agency.*

Tax Hearing Publicity Would Inhibit Testimony Givers, Latham Tells AA

IRS Head Offers Same Secrecy Defense to 5 Members of Congress

WASHINGTON, Dec. 30—Internal Revenue Commissioner Dana Latham has written ADVERTISING AGE that he believes existing procedures which provide for confidential treatment of comments submitted in connection with rule making procedures are "soundly based."

Rejecting a protest against secrecy in rule making procedures at IRS, he said, "Because tax regulations can have far reaching effects that are not often fully contemplated by their drafters, we do all we can to encourage maximum public participation in our rule making procedures.

"In this connection, we have found it highly important that taxpayers feel free to disclose in detail how proposed regulations will affect them. Only by means of such complete participation by interested parties are we able correctly to evaluate the proposed rules.

"We believe that many of the written protests submitted would be much less informative or not submitted at all if the authors knew the comments would be open to the public."

■ His letter was in response to a protest filed by ADVERTISING AGE after the revenue service refused to allow access to comments filed in response to a public notice under the Administrative Procedures Act, in a rule-making procedure involving tax treatment of institutional advertising.

AA's letter pointed out that the IRS policy prevented it from preparing a balanced report of the comments, since it had no way of knowing whether the documents released by individual associations were typical of the reactions filed with the IRS. The protest pointed out that other regulatory agencies operating under the Administrative Procedures Act regard comments as part of the public file in a rule-making procedure.

The commissioner said that under Section 3(C) of the Administrative Procedures Act he has authority to provide confidential status where good cause is found. He said that under Section 1905 of Title 18 of the U.S. code, employes of the Internal Revenue Service would incur a criminal law violation if they permitted disclosure of confidential information submitted by the public.

"If the comments on proposed regulations were subject to public inspection," he said, "it would first be necessary for our employes to examine them carefully and to eliminate any confidential information, and the employes engaged in this undertaking would always

(Continued on Page 50)

AFM Ads Flay TV Program Use of Foreign Music

NEW YORK, Dec. 30—Musicians are sounding a loud note against the use of foreign-made music in television shows produced in the U.S.

Latest weapon in the American Federation of Musicians' war against music made abroad is a newspaper and business paper ad campaign. Locals of AFM are placing the ad in an effort to stir public wrath against the practice, which they say deprives American musicians of their legitimate employment opportunities.

The ad charges that the practice, although it is not generally known, has "grown to alarming proportions and has led Sen. Wayne Morse (D., Ore.) to introduce a resolution in the Senate demanding a congressional investigation of the effects of these practices on employment for Amer-

(Continued on Page 50)

Both Haverhill Dailies Anti-Trust Violators: Judge

Orders Both to Adhere to Card Rates, Asks 'Precise Damage' Claims

BOSTON, Dec. 27—Federal Judge Charles E. Wyzanski Jr. ruled today that the *Haverhill Journal* and its competitor, the *Haverhill Gazette*, have both resorted to practices in restraint of trade and in violation of the Sherman Act.

He held that both dailies, through their corporations, granted secret discriminatory advertising rate reductions or concessions to certain clients. Such tactics, he said, are banned by anti-trust laws and were attempts to monopolize the newspaper market in the Haverhill area.

The *Journal's* owner, Union Leader Corp., Manchester, N. H., headed by William Loeb, also was ruled a violator of the Sherman Act in two other respects.

The rulings were made in the Union Leader Corp.'s $4,500,000 anti-trust suit against the *Gazette*,

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Adell Chemical sets its 1960 advertising budget at $13,500,000 ..... Page 3

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A 49¢
refund on a
POTATO CHIPS
Giant-size box of your favorite chips!
A pip of a Chip'n Dip Special from RODI'S ...to help you make every holiday party perfect!
RODI'S will refund your money when you send in one label from a giant box of your favorite chips, two labels of Rodi's four delicious refrigerated dressings — Roquefort, 1000 Island, Sour Cream and Blue Cheese
(all of them simply great as party dips)
TO TAKE ADVANTAGE OF THIS TERRIFIC SPECIAL MAIL IN LABELS TODAY!
RODI'S P.O. Box 1000, Los Angeles 53, California

NEW USE—*Rod's Food Products Co., Los Angeles, is promoting its salad dressings as chip dips in newspapers with a 49¢ refund offer on a giant-size box of potato chips.*

Standard Brands Sets 20-Page Unit in 'Digest' Edition

Insert, Backing Royal Products, Is Caribbean Edition's Biggest Ever

NEW YORK, Dec. 29—The international division of Standard Brands will insert a 20-page, four-color recipe booklet ad in January's Caribbean edition of the *Reader's Digest*.

The ad, largest ever carried in the edition, will feature desserts made with Royal baking powder

and Royal custard, puddings and gelatin.

The insert will be detachable and will be heavily merchandised by Standard Brands. More than 300,000 additional booklets have been printed for distribution to housewives throughout the Caribbean.

The *Digest* said that to produce the insert it had to bring special equipment from the U. S. to Cuba, where the Spanish-language edition is printed.

Space charges alone will cost Standard Brands $22,040; the entire promotional package will run much higher. The *Digest's* Caribbean edition circulates in Cuba, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Honduras, Nicaragua, Panama, Peru, Puerto Rico, El Salvador and Venezuela.

J. Walter Thompson Co. is the agency. #

Avis Sets Budget of $5,000,000 for 1960 Ad Campaign

BOSTON, Dec. 30—Avis Rent-a-Car System plans to spend $5,000,000 on advertising in 1960.

Avis, second to Hertz in the car rental business, spent $4,000,000 in 1959. Its first national ad budget, in 1953, was $150,000.

The Avis budget is based on 50% for national advertising and promotion and 50% for local activities.

Vincent P. Conroy, vp-marketing, said Avis will put more emphasis on business and consumer advertising in 1960.

Full schedules will run in *Business Week, Fortune, The New Yorker, Newsweek, The Saturday Evening Post, Time* and *U. S. News & World Report*. Thirteen publications in the airline, hotel, railroad and travel fields will also be used.

A 20-city campaign in 40 metropolitan dailies will round out the national schedule.

McCann-Erickson is the Avis agency. #

Million Market Newspapers' Sales Staff Shapes Up

NEW YORK, Dec. 29—This week the shape of things to come at Million Market Newspapers was considerably clearer. Still to be hired were the national sales manager, the New York sales manager, the research director and some branch office managers. But the sales staffs were being filled in rapidly (see below).

Meantime, the new sales operation, is being called, for promotion purposes, the "homologous quintuplets." [Editor's note: Homologous—having a similar structure, proportion, value or position; identical in nature, makeup or relation.] It is probable that the selling of the newspapers (which are estimated to have put some $90,000,000 into new plants and equipment, and carry around $25,000,000 in national volume now) will proceed along several lines—among them promotion of color and new facilities for research, including copy testing.

■ Here's how the sales staff shapes up by offices, with previous connections in parenthesis: New York—Walter Holmes (*Newsweek*); Ted Hellier (*Time*); Al Ofstie (*Business Week*); Daniel Gordon (Donahue & Coe); Paul Carter (Harper-Atlantic Sales); Gordon Roberts (Erwin Wasey, Ruthrauff & Ryan); Jack McWilliams (*Philadelphia Bulletin*, New York); Bill Collins (*St. Louis Post-Dispatch*, New York); John Carr (*Philadelphia Daily News*); Grant Flynn (BBDO); David Podvey (Hearst); Mrs. Marion Wheeler (*McCall's*); Harold Wheelock (Scripps-Howard).

Chicago—William Mullen (*Mc*

(*Continued on Page* 32)

Nesbitt Stresses Outdoor in Push for Fruit Wares

LOS ANGELES, Dec. 30—Nesbitt's Fruit Products will concentrate its 1960 national advertising in outdoor in the more than 400 markets in which there are Nesbitt's soft drink franchises.

According to Harry Minkey, president, present plans call for almost 10,000 posters to be up during the peak soft drink consumption months of June, July and August.

The posters will feature new versions of the "all us guys" cartoon characters introduced in 1959. Typically, the posters will show youngster "firemen" saying "All us guys are not for Nesbitt's." Other themes similarly illustrated include: "All us guys [politicians] nominate Nesbitt's"; "All us rocket men refuel with Nesbitt's."

■ Tieing in with election year, many of the posters will carry the

(*Continued on Page* 26)

IN ORBIT—*This is one of the posters Nesbitt's Fruit Products, Los Angeles, is using in its new drive.*

TIME OUT—*Stephen F. Olszewski, newly-named president of Paul Klemtner & Co., Newark, spends his leisure hours painting, a vocation he had planned to pursue professionally at one time. Even as an amateur, Steve has won prizes in competition in New Jersey and New York.*

Ogilvy Year-End Sermon Hits Office Politics, Lauds Brain, Courage, Gentleness, Neatness

NEW YORK, Dec. 29—David Ogilvy, president of Ogilvy, Benson & Mather, is prone to promulgate points and rules ("How to Judge an Ad," AA, June 22, '59, or AA, May 13, '57). He also usually delivers a short sermon to a year-end staff meeting. This year's text was drawn from his notions about what constitutes good grace and performance in an agency:

■ "It is my custom on these occasions to preach a short sermon—to tell you what kind of behavior we admire, and what kind of behavior we do *not* admire.

"**1.** First, we admire people who work hard and give good value in return for their salary. We dislike lazy people who don't pull their weight in the boat.

"**2.** We admire people with first-class brains, because you cannot run a great advertising agency without brainy people.

"**3.** We admire people who avoid politics—office politics, I mean.

"**4.** We admire people who have the courage of their convictions. We despise toadies who suck up to their bosses; they are generally the same people who bully their subordinates.

"**5.** We admire the great professionals, the craftsmen who do their jobs with superlative excellence. We notice that these people always respect the professional expertise of their teammates.

"**6.** We admire people who hire subordinates who are good enough to succeed them. We pity people who are so insecure that they feel compelled to hire inferior specimens as their subordinates.

"**7.** We admire people who practice delegation. The more you delegate, the more responsibility will be loaded upon you. The less you delegate, the less you can achieve.

"**8.** We admire people who build up and develop their subordinates, because this is the only way your management can promote from within the ranks. We never like having to go outside to fill important jobs, and I look forward to the day when that will never be necessary.

"**9.** We admire people with gentle manners who treat other people politely—particularly people who sell things to us. We abhor rudeness.

"**10.** We admire people who keep their offices tidy and shipshape.

"**11.** We admire *kindly* people, who treat their colleagues like human beings and go out of their way to make new members of the staff feel at home.

"**12.** We admire people who are good citizens in their home communities—people who work for their local hospitals, the PTA, the church, the community chest and so on." #

American Hardware Shuffles Agencies

NEW BRITAIN, CONN., Dec. 29—American Hardware Corp. today announced a realignment of its advertising agencies' assignments.

Wilson, Haight, Welch & Grover, Hartford, has been named for the company's P&F Corbin division. Noyes & Co., Providence, which has handled that division along with the Russell & Erwin division, will concentrate on the latter account.

The Corbin cabinet lock division has also been assigned to Wilson, Haight, Welch & Grover, while the Corbin hose clamp and the wood products divisions will remain with Noyes & Co. Hixson & Jorgensen, Los Angeles, will continue to handle the company's subsidiary, Kwikset Sales & Service Inc., Anaheim, Cal.

■ Richard G. Edward, vp of marketing, in explaining the new arrangement, said the company's lock divisions compete aggressively with each other.

"Each has a separate sales force, sales management and advertising department," he said. "For each a trademark design has now been completed to produce distinct identity. Our policy of maintaining a vigorous competitive approach for these divisions has led to our decision to place advertising responsibility with separate agencies." #

Paper Mill Promotes Baker

Howard Smith Paper Mills Ltd., Montreal, a division of Dominion Tar & Chemical Co., has named Victor G. Baker, formerly ad manager of the company, associate director of public relations and advertising.

Olszewski Named New President of Klemtner Agency

NEWARK, Dec. 31—Paul Klemtner & Co., an agency specializing in ethical drug advertising, will begin 1960 with a new president—Stephen F. Olszewski.

Mr. Olszewski's appointment will be announced Jan. 4.

He succeeds Paul Klemtner, who founded the agency in 1942 and who now moves up to chairman of the board, continuing as the chief executive officer.

Steve Olszewski (pronounced o-shef-ski) was born, educated and first employed in Newark. Except for three years' wartime Navy duty in Rhode Island, he has never left this city for any length of time.

Given a choice unfettered by the mundane need to earn a livelihood, Mr. Olszewski probably would have been a painter. He decided on a career as an artist while still in Irvington High School here during the early '30s. After high school he had to go to work in a factory but he enrolled in the evening course at the Newark School of Fine Arts.

■ After a year he switched routines, going to school during days

(*Continued on Page* 33)

Adell Chemical Sets $13,500,000 Ad Budget for '60

HOLYOKE, MASS., Dec. 30—The odds are that 1960 will find Adell Chemical Co. broadening its advertising approach with more media diversification.

The exact nature of the media mix has not yet been determined, but I. L. Eskenasy, exec vp, told ADVERTISING AGE there will be more radio and newspaper promotion. But tv will still provide the backbone of the Lestoil and Lestare ad push.

Mr. Eskenasy said the year's plans hadn't jelled sufficiently to tell whether the tv spending would be cut back to accommodate other media or whether the over-all budget would be increased to make room for them. At the moment the budget is set near the 1959 figure, which was about $13,500,000.

■ Lestare, the new dry bleach which comes in a water-soluble

(*Continued on Page* 32)

JOHN P. HUGHES *has been appointed advertising manager of John H. Breck Inc., Springfield, Mass. Mr. Hughes joined the hair product company in 1949 as an ad trainee and has been assistant ad manager since 1953. His new title was formerly held by President Edward J. Breck.*

Philip Morris, ASR Products Talk of Merger

Directors of Both Companies to Vote on Proposal in January

NEW YORK, Dec. 29—Philip Morris Inc. and ASR Products Corp. (formerly American Safety Razor Corp.) announced yesterday that they are considering a merger.

Plans call for the exchange of one share of Philip Morris common stock for each 4½ shares of ASR common. This ratio places a value on ASR Products common of about $22,500,000, or $14.25 a share in terms of Philip Morris common, which closed at $61.75 on the New York Stock Exchange yesterday. ASR common closed at 13⅜ yesterday, unchanged.

The directors of both companies will vote on the merger late in January. If it is approved, stockholders will be asked to vote on the proposal in April.

If the merger is completed, it will be another major diversification move by Philip Morris, which in 1957 acquired Milprint Inc., manufacturer of flexible packaging, glassine and specialty papers. In 1958, Philip Morris acquired Polymer Industries, a specialized maker of chemical and adhesive products.

■ ASR also has diversified in recent years. In 1957 it acquired Com-Air Products Corp., Chicago, fabricator for the small tool industry and a manufacturer of several consumer products, including home hair clipper sets. ASR also changed its name that year (AA, June 10, '57). It recently acquired U. S. Relay Co., Los Angeles maker of electronic controls and relays.

ASR is the second largest producer of razors and blades, sold under the trademarks of Gem, Pal and Ever-Ready, Personna, Silver Star, and Blue Star. It also makes surgical blades and, through its subsidiaries, hair clippers, power tool attachments and knife sharpeners.

The company, which has five domestic plants and operates others in Essex, England; Montreal and Glasgow, reported earnings for the first nine months of this year of $1,251,463 on sales of $32,000,000.

Its advertising budget is estimated at $2,000,000, of which about $1,000,000 was put into magazine, network tv and newspaper advertising. ASR's domestic agency is Kenyon & Eckhardt; Gotham-Vladimir Advertising Inc. handles its overseas advertising.

■ Philip Morris was the nation's 31st largest advertiser in 1958, and its 1959 advertising expenditures are believed virtually the same as a year ago. Last year it invested an estimated $23,000,000 in advertising, of which $19,147,588 was in measured media (AA, Aug. 31).

Of its various brands of cigarets, Marlboro had a 2.4% sales gain this year over last, and was ranked tenth among the top 25 in the recent *Business Week* survey (AA, Dec. 28). Its Philip Morris brand slipped 13.2% in sales, from 13th to 14th place, but its Parliament had a 53.8% gain and took 15th place, up from 16th in '58. Its new brand Alpine, a menthol filter, introduced in '59, got off to a good start and is ranked 21st among the top 25 brands.

Philip Morris has three agencies. Leo Burnett Co., Chicago, handles Marlboro, Philip Morris and Mayfield. Benton & Bowles, New York, has Parliament and Doyle Dane Bernbach Inc., New York, has Benson & Hedges, Spud and Alpine.

■ Joseph F. Cullman III, Philip Morris president, said: "ASR's position in the razor blade industry could well be benefited by association with Philip Morris. I believe that ASR, with its organization and personnel, represents a nucleus to which could be added a number of other consumer products. If the merger is approved," he said, "we plan to operate ASR Products as a separate division or subsidiary." #

$1 REFUND—*Quaker Oats Co. is promoting a new $1 deal for Aunt Jemima mixes with page ads in Ladies' Home Journal, McCall's, Suburbia Today and Sunday Metro. John W. Shaw Advertising, Chicago, is the agency.*

Guy Mercer Joins NL&B as VP, Plans Board Member

Guy B. Mercer has joined Needham, Louis & Brorby, Chicago, as a vp and member of the plans board. He most recently conducted his own consultant business.

Guy B. Mercer

Before that he had been exec vp of Clinton E. Frank Inc., an account supervisor at Tatham-Laird and director of the marketing department of McCann-Erickson, all in Chicago.

Norge First in Dryer Ads

The Norge division of Borg-Warner Corp., Chicago, has moved into first place in dealer and national newspaper advertising of both gas and electric clothes dryers, according to the Advertising Checking Bureau. Norge accounted for 18% of the electric dryer and 35% of the gas dryer linage placed by all appliance dealers during October and November. In October Norge shipped 103,000 appliances, a record for any month in Norge's 32-year history. The company broke this mark by shipping 104,000 units in November.

NTA Advances Franken

Jerry Franken, formerly director of publicity at National Telefilm Associates, Beverly Hills, Cal., tv film distributor, has been promoted to the new post of executive director for advertising, promotion and publicity in a reorganization of advertising duties. Mr. Franken will make his headquarters in the West Coast office and will report to Oliver A. Unger, president.

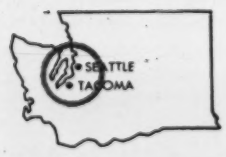
House of Strauss Started

J. Bernard Strauss, for the past 14 years vp and general sales manager of Banthrico International, has announced the formation of the House of Strauss Inc., to be located at 170 W. Washington St., Chicago. The new agency will take care of advertising and promotion needs of financial institutions.

ARCHIE STUART
Washington State Manager,
DANT DISTILLERIES

"In Tacoma local coverage is a must!"

"We consider Tacoma a separate and distinct trading area within the district we cover," says Mr. Stuart. "Tacoma represents a very substantial part of our total sales potential, and our experience definitely proves that the Tacoma market cannot be covered sufficiently by Seattle newspapers. Effective *local* coverage, as provided by the Tacoma News Tribune, is the only answer."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper has more than 12% coverage in this area. Circulation of the News Tribune is now nearly 85,000.

TACOMA NEWS TRIBUNE

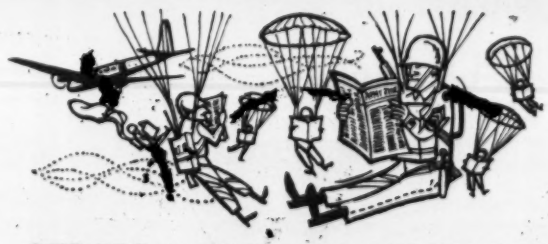
Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York · Chicago · Philadelphia · Detroit · Atlanta · Los Angeles · San Francisco

THE "BIG THREE" TIMES SERVICE WEEKLIES

—JUST ABOUT

UNIVERSAL MILITARY COVERAGE



250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

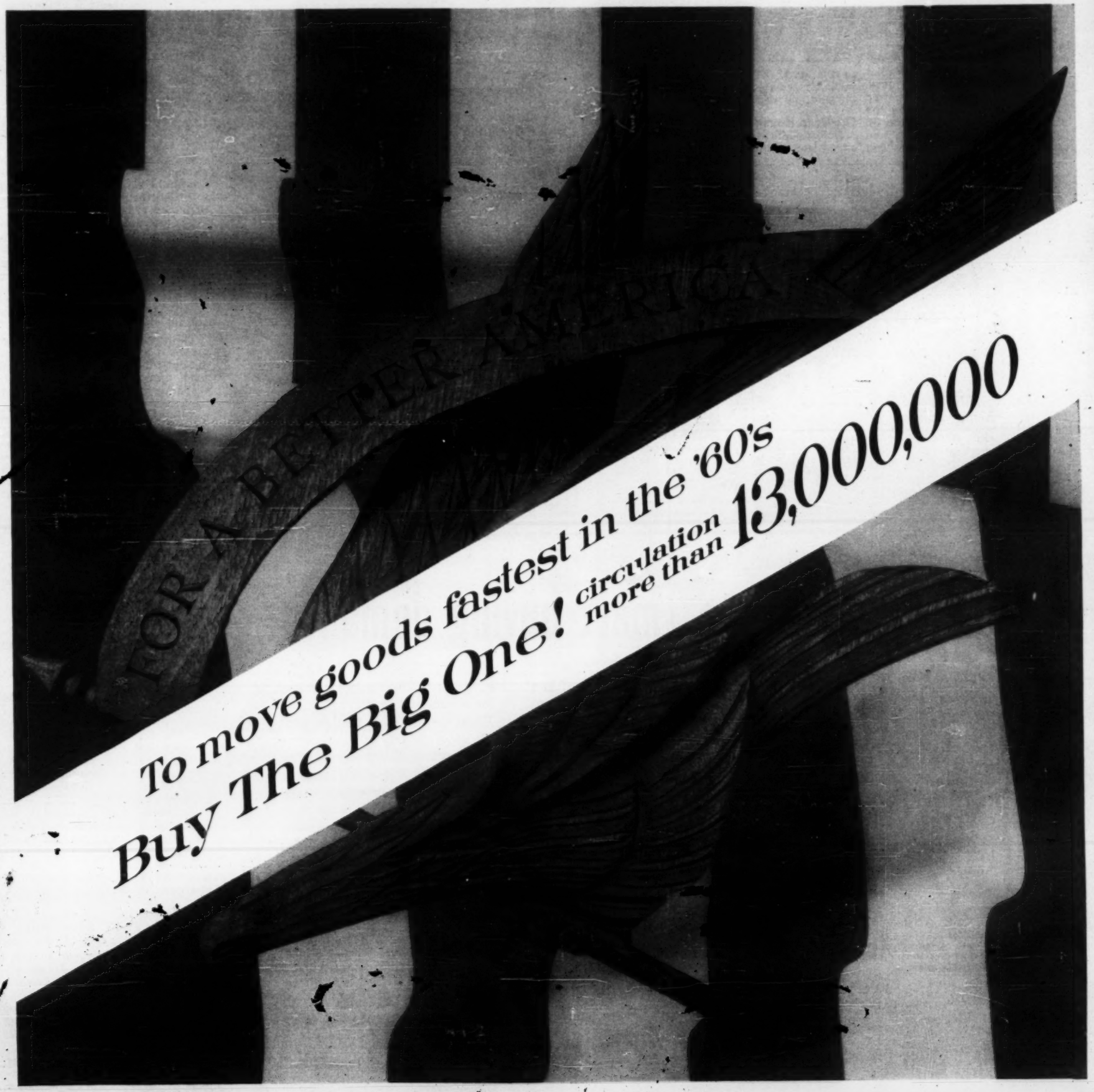
2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

This Week
MAGAZINE

January 3, 1960

Shares the selling power
and prestige of 42 great newspapers



Preview of the Spectacular '60's ..... Page 4

RCA Gains 17% in Sales, 29% in Profits in 1959

Radio Corp. of America posted gains of 17% in sales and 29% in net profits in 1959, according to a year-end statement by David Sarnoff, RCA chairman. Mr. Sarnoff reported volume of $1,375,000,000 and after-tax profits of $40,000,000. He said "virtually" all of RCA's major units contributed to the earnings gain. However, the most significant volume increase came from sales to the government, which spurted 45% to a total of $441,700,000. Defense contracts now account for about one-third of RCA's volume.

Mr. Sarnoff also reported that in 1959, for the first time, the company made a profit in color television. He said sales of color receivers were up 30% in 1959. The RCA chairman also reported that (1) gross time sales on the NBC television network were up 10%, (2) NBC-owned radio and tv stations hit "record" sales and profits and (3) the NBC radio network "carried 47% of all reported network sponsored time."

Carter to House & Gerstin

Dolores-Marie Carter, formerly supervisor of public relations and sales promotion at Woodward & Lothrop, Washington department store, has been named public relations associate with House & Gerstin, Washington advertising and public relations company.

TEMPER TEMPER—*This is the second in a series of traffic safety posters designed for the Outdoor Advertising Assn. of America by Walter H. Allner, artist. It will be displayed on panels throughout the country in February. Poster designs were developed in cooperation with the National Safety Council.*

Tax Deductibility Rule on Ads Final; Only Appeal Is to Congress: Latham

Supreme Court Ruling Eliminates Discretion of IRS, He Tells Tax Men

WASHINGTON, Dec. 28—Brushing aside protests from advertising and other associations, Commissioner of Internal Revenue Dana Latham today terminated a three-year controversy over tax treatment of "idea" ads by adopting without change new rules which had been proposed last September. The move was indicated in ADVERTISING AGE last week (AA, Dec. 28).

With his announcement that the rules are being adopted, the next appeal by business groups must be to Congress or to the courts.

In a speech before the Tax Executives Institute last September, Commissioner Latham conceded that business men have lodged important protests against some of the principles involved in the proposed regulation (AA, Oct. 12).

"If the business interests of the country find that the end result in this area is wrong," he commented, "their proper resort is to the Congress by way of appropriate curative or remedial legislation."

■ His brief announcement today that the rule had been adopted finishes the rule-making phase of a controversy that arose in mid-1956, when the revenue service circulated a proposed rule tightening up tax rules on ads for "lobbying" purposes. The original proposal was stalemated and eventually discarded after advertising groups complained that the language was so broad that virtually all institutional advertising was in danger.

The controversy took on additional emotional implications when the revenue service and the Federal Power Commission, under pressure from pro-public power congressmen, decided that anti-public power ads run by privately owned utilities represent disallowable "lobbying."

The revised version of the rule proposed by Commissioner Latham in September specified for the first time that ads expressing social, economic and financial views of the advertiser can be treated as a necessary business expense. But advertising groups continued to protest that a section which disallows ads that seek to influence legislation or elections is so broad that businesses might be precluded from using ads to achieve essential results.

■ At a two-day hearing here last month, more than 40 associations appeared, protesting that tax agents seeking to identify "lobbying" ads would inevitably become involved in controversies over censorship.

In his speech before the Tax Executives Institute, the commissioner noted that Supreme Court decisions early this year establish that "lobbying" ads are not deductible, even if the survival of the business may be at stake.

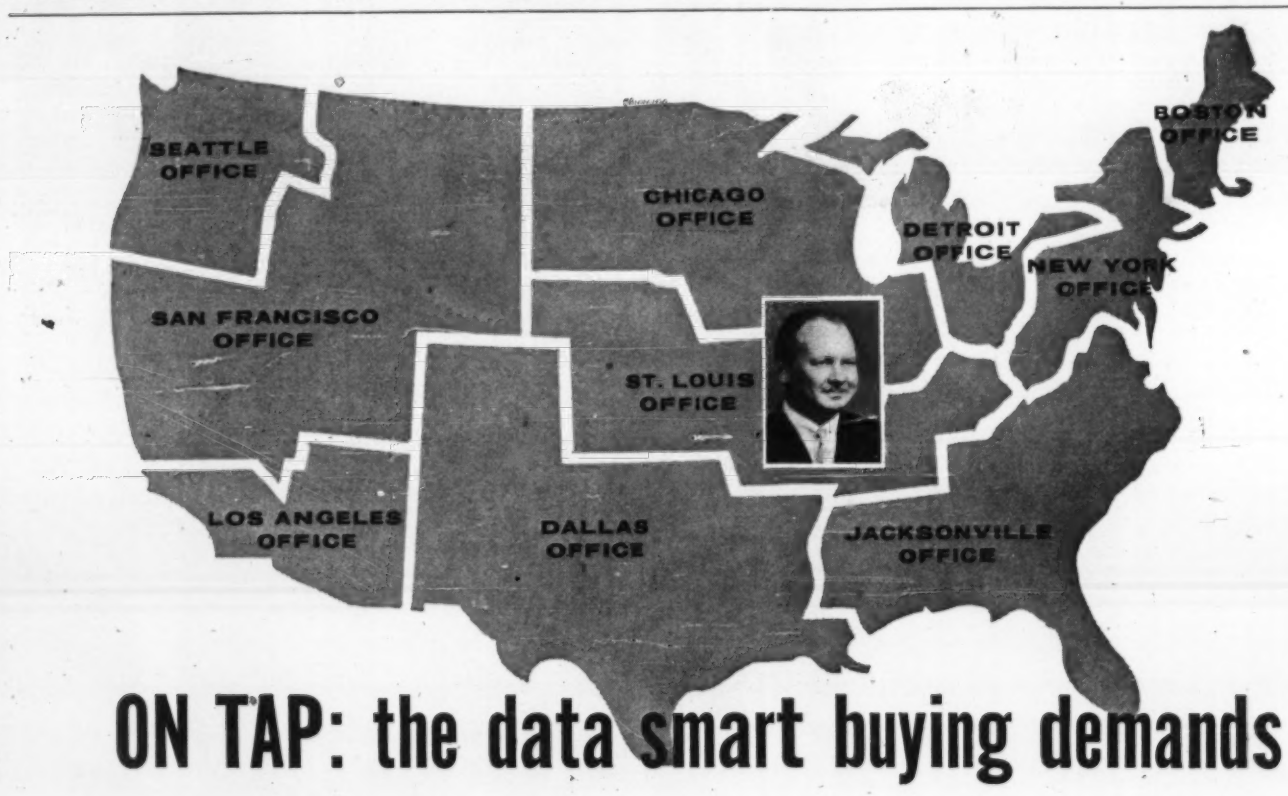
He said, "In time, I think, this principle might well be reexamined." But he cautioned it is impossible for him to express his thoughts lest they be assumed to be his views in his official capacity.

A number of congressmen already have offered to support legislation clarifying the right to use "idea" ads, but a proposal by American Newspaper Publishers Assn. that all ads be tax deductible was received coolly by Rep. Wilbur Mills (D., Ark.), chairman of the House ways and means committee, at a hearing early this month. #

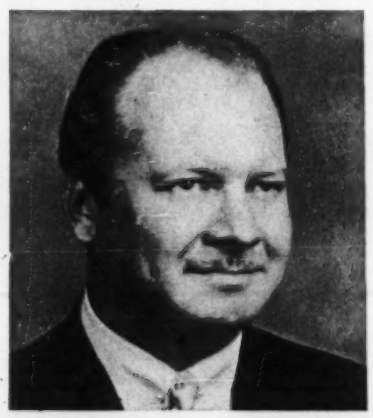
Kenefick Named at WBBM-TV; Two Join CBS-TV Spot Sales

Edward Kenefick has been named sales manager of WBBM-TV, Chicago, suceeding Frank Atlass, who resigned. Mr. Kenefick was account executive of WCBS-TV, New York. Mr. Atlass, son of H. Leslie Atlass, who is retiring as general manager of WBBM-TV, did not announce future plans.

CBS has named Alan Schroeder and Al DiGiovanni account executives at CBS-TV Spot Sales, New York. Mr. Schroeder, formerly assistant sales manager at WBBM-TV, replaces Ray Beindorf, who was named sales manager of KNXT, Los Angeles. Mr. DiGiovanni, previously account executive at WCBS-TV, succeeds Bob Williams, who moved to CBS-TV Network Sales.



ON TAP: the data smart buying demands



RICHARD QUIGLEY *has charge of our St. Louis office, one of ten offices providing a fast, efficient service to Advertising throughout the United States.*

Standing near the center of the world's greatest agricultural region, Missouri has long been a leader in the output of beverages; of shoes and leather goods; of feeds, meats and a wide range of cereal products.

Naturally then, the St. Louis area includes many of the top agencies and advertisers in Spot Television. For their media decisions, up-to-the-minute data on markets and stations are constantly on tap at our St. Louis office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's major markets. Together they cover more than 56 percent of its population, virtually 60 percent of its buying power.

In its area, each of these stations stands as a powerhouse of selling-force. To help advertisers and agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

1959 WAS LEAP YEAR!

Maybe it didn't show on your calendar, girls, but we sure had a leap year at The Saturday Evening Post:

Advertising revenue leaped over $97,600,000 . . . $10 million more than last year!

We had the biggest fourth quarter in history . . . up 39 pages and $5 million over last year!

330 new advertisers hopped aboard the Post in '59 to sell the Post-Influentials. These are the readers who turn and return to your ad page more than 29 million times each issue!

Circulation jumped from 6,000,000 with the Feb. 14 issue to over 6,390,000 with the Nov. 21 issue!*
In the first half, the Post outsold the other big weekly on newsstands by 2 to 1 and gained 8 times more circulation!

In paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly (ABC Publishers' Statement, June 30, 1959)!

Have a nifty sixty! (Bachelors, watch out for Feb. 29!)

*Publisher's Estimate.

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials . . . with HI-FREQUENCY Ad Page Exposure!

International Swim Pool Seeks Revamp via Bankruptcy Act

NEW YORK, Dec. 29—Aquatic actress Esther Williams' International Swimming Pool Corp., reputed to be the heaviest promoter and biggest seller in the swimming pool field, is nonetheless immersed in a Chapter 11 bankruptcy reorganization.

International this week entered a new chapter in its brief history—specifically, Chapter 11 bankruptcy proceedings.

A petition filed in federal court here listed tentative liabilities of $1,714,600 and assets of $1,250,000. Four affiliated companies also filed petitions under Chapter 11 of the Bankruptcy Act.

■ Doyle Dane Bernbach Inc., International's most recent agency, was not listed among the company's 600 creditors. Doyle Dane, AA learned this week, resigned the account in September. It took on International last March, following in the wake of Geyer, Morey, Madden & Ballard and Wilson, Haight, Welch & Grover. On the other hand, Geyer, Morey is listed as a creditor.

Proceedings under Chapter 11 do not constitute a bankruptcy. It is a device enabling a company to carry on its affairs without being thrown into involuntary bankruptcy by creditors.

International emphasized today that it intends to continue to function and eventually to pay off the creditors. It said it is now looking for new capital.

■ While she is president of the company, Miss Williams owns no stock in International. Don Pruess, board chairman and exec vp, owns 80% of the stock. He is a former sales executive with Eversharp and International Latex.

International is a franchise operation. It sells the Esther Williams pool to local distributors who assemble and install it. The company has some 700 distributors.

In his Chapter 11 petition, Mr. Pruess said that if the company is not allowed to continue its operations competitors would raid the Esther Williams distributors.

The petition reported that International had sales of $6,000,000 in 1958 and sales in excess of $9,000,000 in 1959.

■ How does a company with the No. 1 brand in a market reach the point where it cannot pay its debts?

Pete Gorman, ad manager of International, told AA it was a case of over-optimism. He noted that company sales increased this year, but he added that International had been banking on an even larger gain.

Mr. Gorman, former international ad manager for Carrier Corp., explained that the swimming pool company had geared its operations for a volume more than double that of 1958. When this business failed to develop, International found itself with an overhead unjustified by actual sales, he said.

One of the overhead items was a big communications division, which encompassed a whole range of advertising, publicity and merchandising services (AA, Sept. 14, 21). International had a budget of $2,000,000 for advertising and promotion. It spent some $400,000 through Doyle Dane on magazine, newspaper and radio advertising, including a spread and full page in *Life* and a July 4 saturation buy of NBC's "Monitor."

■ International has been by far the most aggressive advertiser in the field and all its advertising has featured its living brand name. It was just two years ago that the company made news by hiring Dr. Ernest Dichter to find out whether Esther Williams should be promoted as a wife and mother, or as a teen ager in a bikini.

A home swimming pool, Dr. Dichter said at the time, is "the old swimming hole with concrete."

The results of Dr. Dichter's study were never announced. The company eventually canceled its contract with the motivation researcher. #

Seagram Seeks New Agency for Calvert Brands

(Continued from Page 1)

consolidation of brands and billings in fewer agencies for greater advertising efficiency."

Seagram last year spent an estimated $34,000,000 in advertising, of which $25,830,824 was in measured media (AA, Aug. 31).

Of this, the largest part was spent on Seagram's 7 Crown blended whisky, which is the most heavily advertised and largest selling brand in the country. Its sales are about 7,200,000 cases a year, and the advertising investment in the brand is about $3,400,000 in newspapers, plus $1,200,000 in magazines, and $1,000,000 in outdoor.

Kessler has been selling this year about 10% to 15% ahead of 1958, or probably close to 900,000 cases, and it is estimated that the company has spent close to $1,000,000 to advertise the brand this year.

■ Sales of Calvert Reserve reportedly have been off nearly 4%, and Lord Calvert about 5%, but Carstairs is believed to have been up about 10% this year over '58. Figures for the year, however, are incomplete. Calvert Reserve reportedly has fallen slightly below the 2,000,000 cases it sold in '58, despite the $1,800,000 it put into newspapers and the $1,500,000 it put into magazines. Lord Calvert is estimated to have spent roughly $700,000 in newspapers and $400,000 in magazines, while Carstairs has spent about $1,000,000 in newspapers and relatively little in magazines.

Seagram's VO Canadian has moved up between 5% and 10% in sales. It has put about $1,000,000 into newspapers and about the same amount in magazines.

■ Four Roses, which reduced its price earlier this year, has had a sales climb of about 25%. It put about $1,000,000 each into newspapers and magazines and about $500,000 into outdoor. The Four Roses division also has spent about $700,000 in newspapers, $300,000 in magazines, and $200,000 in outdoor for its Four Roses Antique bourbon.

Calvert Gin and Wolfschmidt vodka have not been outstanding sellers. About $500,000 has been spent in magazines and close to $100,000 in newspapers for the vodka, and the gin budget will probably be around $500,000, most of it spent in newspapers.

White Horse scotch has shown a steady sales increase over the year, with an advertising budget of about $700,000. The Hunter, Paul Jones and Wilson blends reportedly are up slightly in sales. Advertising is largely regional and limited, and no figures are available. #

Webster Spring to Metcalf

Webster Spring Co., Providence, has named George T. Metcalf Co., Providence, to handle its advertising.

FAITHFUL REPRODUCTION—*Since 1742, when the White Horse shingle was first hung outside the White Horse Cellar Inn in Edinburgh, Scotland, the white horse and shingle have been used as the trademark for the brand. Now in 1960, the ancient symbol, with all its scars and nicks, has been reproduced on outdoor signs by Pacific Outdoor Advertising Co., Los Angeles, for Brown Vintners Co., New York, sole distributor of the brand in the U. S. Doherty, Clifford, Steers & Shenfield is the agency.*

'Look's' Benneyan, Retiring Vet of 40 Years in Media Promotion, Sees Less Creativity

NEW YORK, Dec. 30—George Benneyan, who has happily, enthusiastically and successfully dodged the slings and arrows of the media promotion business for the past 40 years, will retire tomorrow at age 65.

In an interview today, Mr. Benneyan ("Call me George")—for the past nine years with *Look* as promotion director and coordinator of special products—said he plans to spend his retirement on his farm in Willow, N.Y., watching birds, playing tennis ("I'm not old enough for golf") and "reviving the lost art of letter writing." He also plans to keep his finger in the promotional pie by serving—"on a strictly limited basis"—as a media consultant.

■ George Benneyan got into promotion 40 years ago, in 1920, as a $25-a-week assistant promotion manager on the old *New York American*. From there he moved to Frank Munsey's *New York Herald* and, when that paper merged, to the *New York Sun*, where he worked under "the man who taught and helped me most, Ed Friendly."

In the late '20s and early '30s, Mr. Benneyan was active not only in the dog-eat-dog days of New York newspapering, but found time to launch a national association, the National Newspaper Promotion Assn., of which he was first president and is the only lifetime member.

In 1935, at the invitation of William Randolph Hearst Jr., Mr. Benneyan moved back to the *American*, where he stayed for 18 months.

■ A short stint with the *New York Times* followed, and then he moved to his first magazine job at *Newsweek*, where he presented that publication with the editorial slogan still used, "A well-informed public is America's greatest security."

In 1938, he moved back to the newspaper field with a promotion and research job at the Bureau of Advertising, American Newspaper Publishers Assn., followed by various top promotion jobs with the American Newspaper Advertising Network and *American Weekly*. In 1950, he moved back into the magazine field as promotion director of Cowles Magazines, publisher of *Look*.

■ Asked what impressions he's formed after four decades in media promotion, Mr. Benneyan indicated he was unhappy over the decline of creativity and the "competitive spirit" in the field.

"While the field has grown tremendously in volume and budgets over the past 40 years, it has not grown in excitement, originality or creativeness," he said.

"Media promotion today is suffering from conformity, security and self protection, and in this climate creativity is stifled. Everybody's too interested in getting the biggest this and the mostest that. And this attitude is certainly not inspiring to the creative mind."

One of the major reasons for the decline of creativity, he said, is the lack of "fighting spirit" among various media. "I'm a fine one to talk about this since I set up the first promotion men's group," he said. "But today we have a paradox. Most media are committed to selling their field—the magazines sell the magazine field and newspapers sell the newspaper field and it's not cricket to say too much about each other in public.

■ "You might say I'm paradoxical and contradictory, but I think there should be more competition among the individual media. You're not supposed to fight publicly, but promotion is actually fighting in public.

"Then, of course, another reason for diminishing competition is that there are fewer and fewer newspapers. In the newspaper field, you have cities that 20 years ago had three newspapers, but have one today. And while there are more magazines, there are fewer promoting magazines, like *Collier's*.

"What I'm saying is that there are areas for improvement in the promotion field. Certainly collaboration among media organizations is commendable, but not too much collaboration. The same is true for the use of research and merchandising—too much emphasis on these things will only stifle the creative mind. Today too much promotion is judged on its immediate practicality and not its long-term results.

■ "Finally, too much media promotion is done by agencies. And while many agencies recognize the difficulties involved and are smart enough not to accept media accounts, many agencies handling media promotion can't possibly be competitive enough. By and large these agencies don't know and can't know about media operation.

"And if it does promotion for Magazine A, it must always remember that it has friends with Magazine B. This is obviously not good for competitive creativity." #

Erie Names Lando

Erie Brewing Co., Erie, Pa., brewer of Koehler's beer and ale, has named Lando Advertising Agency, Pittsburgh and Erie, to handle all advertising in a six-county area which includes Allegheny, Armstrong, Beaver, Butler, Washington and Westmoreland counties. A campaign, slated for January, will concentrate on spot radio and outdoor advertising.

Sterling Forest Names Wexton for $250,000 Account

NEW YORK, Dec. 31—Sterling Forest Corp. has appointed the Wexton Co. to direct an advertising program for Sterling Forest Gardens and Sterling Forest Peat.

Sterling Forest Gardens is a 125-acre floral and cultural show place now under development near Tuxedo, about 30 miles from New York City. Sterling Forest Peat, a separate corporation, has been selling peat from the 30-square-mile Sterling Forest area since 1957, for use by gardeners throughout the East.

Title to Sterling Forest was acquired in 1956 by City Investing Co., headed by Robert W. Dowling. Samuel R. Walker, a member of the City Investing Co. executive committee, is president of Sterling Forest Corp. A residential community is also under development in the area, with homes selling in the $17,000 to $36,000 range, and Union Carbide Corp. is building a nuclear and ore research center in the area.

■ Sterling Forest Gardens plans a May 1 debut, featuring continuous blooming gardens through the fall months. Children's playgrounds and sculptural and fountain displays also are planned. Advertising and promotion will be directed to family groups, garden enthusiasts and tourists.

Page ads are scheduled for metropolitan New York dailies this spring, supplemented by extensive use of one-minute radio spots on personality programs. Martin Solow, exec vp at Wexton, is the account supervisor. Other advertising will include railroad station dioramas, outdoor posters, auto bumper streamers and brochures.

■ Sterling Forest peat will be promoted in garden page advertising. J. C. Bull previously handled the peat account. Edward Gottlieb & Associates has been retained to handle public relations for the gardens.

The total advertising, public relations and promotional budget is about $250,000, according to the agency. #

Willard French, 72, President of BSF&D for 30 Years, Dies

DETROIT, Dec. 29—Willard S. French, 72, for 30 years president of Brooke, Smith, French & Dorrance and later chairman of the agency's board until ill health forced his retirement, died at his home in Detroit Dec. 26, just as he was preparing to enter a hospital for a checkup. He collapsed in a bathroom of his home and died almost instantly. He was vice-chairman of BSF&D at the time of his death.

Mr. French was born in Three Rivers, Mich., a son of a family of paper mill pioneers. His first business activity was in the family paper business. He attended the University of Michigan and then for a time was sales manager of Kawneer Co., Niles, Mich., a major manufacturer of store fronts and store fixtures. Mr. French maintained business interests in Niles through his lifetime and was a director of the French Paper Co. there at the time of his death.

■ His major lifetime activity, however, was in advertising, in Detroit, where he joined the company that is now BSF&D in 1916. He was a frequent speaker before advertising groups. He was a member of the Detroit Athletic Club, Detroit Boat Club, Detroit Club and Bloomfield Hills Country Club. #

WHY CREAM of WHEAT IS BUYING FAMILY CIRCLE'S

ACTIVISM!

It's "Cream of Wheat" weather . . .
so guard your family with enriched
"Cream of Wheat". A full day's supply
of iron in every hot, healthy bowl—
more iron than even beef liver gives.
Plenty of energy-making protein, vi-
tamins, other minerals, too. Delicious!
CREAM of WHEAT
Family Circle
MEALTIME IS FAMILY TIME
REGULAR
CREAM of WHEAT

Why? Because Cream of Wheat research proves that advertising in Family Circle delivers *an extra measure* of those women who are Cream of Wheat's best customers . . . women who buy Cream of Wheat in the same supermarkets where they buy Family Circle every month. And these women buy Family Circle by the single copy—because they want the magazine and want to read it. Women *do* read Family Circle, believe in it, and do things because of it. And Family Circle sends women back to the stores to buy the products advertised in it.

That's why Cream of Wheat has just added a year-round schedule of Family Circle advertising to their big magazine program in Reader's Digest, Ladies' Home Journal, Woman's Day, and True Story. They've discovered Family Circle ACTIVISM, the dynamic new concept of *total* magazine performance!

FAMILY CIRCLE IS ACTIVISM!

. . . the dynamic new concept of total magazine performance!

You, too, can get effective merchandising help in Muncie

MUNCIE, INDIANA . . . Proven—Over and Over . . . as a good TEST MARKET . . . the Typical American City—a good stable market with higher than average Per Capita income. The Muncie Star and Muncie Evening Press offer complete and economical coverage for your test campaign. Why don't you try Muncie?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

McCann Forms New Group

McCann-Erickson, San Francisco, has formed a special group to handle the agency's electronics accounts. Robert C. Connell, with the agency since 1947, will direct the new product group as account supervisor. Malcolm R. Gurbarg was named creative supervisor, and Robert J. McVicker, Harold W. Partelow, Jack E. Herrick, formerly ad manager of Magna Engineering, and Theodore C. Pickett, who was an account manager at Boland Associates, will be account executives. G. Dean Smith, who left McCann 10 months ago to open offices as a design consultant, will become head art director.

ABC Adds 8 Members

Two advertising agencies and six publications have been elected members of the Audit Bureau of Circulations, bringing membership in all divisions to 3,866. The agencies are Torobin Advertising Ltd., Westmount, Que., and Palmer, Codella & Associates, New York. Two magazines—*Guns & Ammo*, Los Angeles, and *Guns & Hunting*, New York—three weekly newspapers, and one business publication, *Canadian Hospital*, Toronto, have joined ABC.

Mister Softee to Gray & Rogers

Mister Softee, Runnemede, N. J., maker of ice cream units, has appointed Gray & Rogers, Philadelphia, to handle advertising and public relations. Former agency was Gresh & Kramer, Philadelphia. Newspapers and tv will be the media used to expand distribution in 420 cities and towns in 32 states in which Mister Softee units now operate.

WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS? *

Talent and production staffs with original ideas . . . the kind of original ideas that put WXYZ-TV's "Lunch with Soupy Sales" on ABC network and brought the nation J. L. Hudson's Thanksgiving Day Parade.

This originality made WXYZ Radio's mobile studios one of America's most imitated broadcasting techniques . . . the same WXYZ Radio that originated The Lone Ranger and Green Hornet.

Michigan's "young at heart" audiences expect this originality from Broadcast House. We call it WXYZing! In this big car buying year, there'll be more money around Southeast Michigan than ever, so put WXYZing in your plans!

*See for yourself. Check the rating books.

THE STATIONS WITH WXYZing

WXYZ-TV CHANNEL 7 • WXYZ RADIO 1270 • ABC-DETROIT

Represented nationally by Blair-TV and John Blair & Co.

Gadgets Continue to Fascinate Americans, Converse Writes

AUSTIN, TEX., Dec. 30—"Regardless of the desire for security and the theories of economics and government this country is following, Americans are living in an age of gadgets. The more gadgets, the more happiness—or so runs the argument.

"Whether or not this is good for the soul and the mind, Americans go merrily gadgeting on their way. Where the way leads no one knows and no one seems to care."

■ With these observations, Paul D. Converse concludes his most recent work, "Fifty Years of Marketing In Retrospect." Mr. Converse is a visiting professor of marketing at the University of Texas. He retired from the University of Illinois several years ago.

The bulletin is a companion study to "The Beginning of Marketing Thought in the United States," which Mr. Converse wrote earlier this year (AA, March 30).

The informal study was written largely from memory, the author states. He has divided it into chronological chapters: "1900-1917—High Cost of Living Era"; "1917-1921—World War I and the Ensuing Depression"; "1922-1929—New Industrial Revolution"; "The 1930's—Desire for Security"; "World War II," and "1946-1959—Gadget Economy."

■ In his conclusions, Mr. Converse notes that perhaps the greatest fear in the U.S. today is fear of unemployment. This fear, he says, "has led to demands for job security, seniority rights, unemployment compensation and old age pensions.

"Young men looking for their first jobs often inquire about job security and retirement pay," he writes. "Retirement plans often involve high deductions from pay checks. Throughout history many people have been willing to sacrifice freedom for security. One must wonder if Americans are falling into this category. Many seem satisfied to trade individual liberty for security." #

'Playboy' Show Syndicated to 13 Stations

"Playboy's Penthouse," produced by *Playboy*, Chicago, has been syndicated to 13 tv stations. The show has been running on WBKB, Chicago, since Oct. 24.

It now has been syndicated to KMBC, Kansas City; KTVI, St. Louis; WEWS, Cleveland; KTTV, Los Angeles; WLW-TV, Cincinnati; WOR-TV, New York; KFJZ-TV, Fort Worth; WLWD-TV, Dayton; WLWI-TV, Indianapolis; KXLY-TV, Spokane; WBAL-TV, Baltimore; WLW-C, Columbus, and WEHT-TV, Evansville, Ind.

Consolidated Appoints Black Senior VP of New Division

Consolidated Advertising Agency, Toronto, has appointed Robert M. Black senior vp in charge of the agency's new western division headquartered in Winnipeg, Man. Mr. Black has been with CJOB, Winnipeg, and with several agencies.

Wintzinger to Ventoura

John W. Wintzinger, formerly production manager and associate art director of Poorman Butler & Associates, Muncie, Ind., has been named advertising manager of Ventoura Corp., Elwood, Ind., mobile home manufacturer.

Bergen Joins Pattis

Ralph J. Bergen, formerly with Olivetti Business Machines, has been named district manager of Bill Pattis & Associates, Chicago publishers' representative. He will cover Indiana, Ohio, and Kentucky.

FIRST

in the dominant newsweekly field for 1959

Newsweek is **FIRST** in total ad pages,

FIRST in new advertisers,

FIRST in page gains.

More important to you than the fact that Newsweek is first, is the reason *why*: America's leaders—the ones who make decisions and command respect in business, government and the community—get Newsweek so they can be *sure* of what they're reading. In Newsweek, they get reporting that digs deep into cause and effect, trend and meaning, so they can form their own judgments, make their own decisions. In a word, the most *decisive* newsweekly audience in America.

As a consequence, Newsweek is on the up . . . and up . . . in three key trend-setting ways: total ad pages, new advertisers, page gains. Ask your agency.

	TOTAL AD PAGES 1959*	NEW ADVERTISERS**	TOTAL PAGE GAINS*
NEWSWEEK	3,009	183	+264
TIME	2,917	179	+139
U.S. NEWS & World Report	2,687	180	+214

*P.I.B. 11 months; December, Publisher's Estimate

**Advertising Service Records

The world-wide newsweekly for communicative people

The Editorial Viewpoint . . .

And So Into the Sixties

The year 1959 hit a number of high spots in the realm of business and economics, not the least of which was a new high point in total U. S. expenditures for advertising—something in the nature of $10.5 billion dollars, or perhaps more. Yet there is every indication that, barring the unforeseen, 1960 will exceed 1959.

The decade we are entering, if the signs and portents and assorted experts can be believed, will set new records in everything: in population, in total income, in discretionary spending power, in sales, in advertising, in standards of living.

It will, unless the signs are wrong, bring into blossom the noble promise of the '50s of a whole world improving its physical and material lot with giant upward strides, at a pace unparalleled in the history of mankind.

The whole world is, in a very real sense, on edge. Not merely on edge with tension and cold war, but on the edge of a mammoth breakthrough, in which men of every color and persuasion, in every corner of the earth, may seriously consider the possibility—even the probability—of breaking the shackles of poverty and disease and famine and despair for uncounted millions of human beings, and emerging into the sunshine of better health, longer life, more pleasant and more comfortable living for all.

Science and technology have pointed the way. If man's heart and will are as strong and as well directed as his scientific genius, the sixties can mark a true approach to a far, far better world than any of us have known.

In our own small corner, we in advertising and marketing will have a major role to play. If we play it well, we can help importantly to improve the physical well-being of our country and of the world. If we play it poorly, we can retard or impede the fulfillment of the glorious accomplishments which loom on the horizon of the sixties.

Barring a major upheaval, advertising volume will grow mightily during the decade we are entering, and the advertising business will increase at a rate much faster than the economy as a whole. The thought is, naturally, comforting to all of us in advertising. But we must remember that the ultimate importance of what we do cannot be measured in the dollars spent, but in the accomplishments recorded.

Record expenditures for advertising seem surely on the horizon. Translating those record expenditures into equally imposing marketing accomplishments is the task to which we must all earnestly devote ourselves.

Those Cigaret Figures

Two "authoritative" reports on cigaret sales are published each year —one by *Business Week* and the other by *Printers' Ink*—the while the tobacco companies themselves maintain a discreet and all-enveloping silence.

The two reports do not agree in all particulars: *Business Week* says Pall Mall has wrested first place from Camel, puts Lucky Strike third and Winston fourth, while *Printers' Ink* lines up Camel, Pall Mall, Winston and Lucky Strike in that order.

What particularly interests us, however, are the figures for Vice-roy. We thought they might end the argument about the sales effectiveness, or lack of it, of that "thinking man's filter" campaign which has attracted so much unfavorable attention, but which has been vigorously defended as a sales stimulant. Well, they agree on this one: Sales off from 22.2 billion to 21.5, a drop of somewhat more than 3%.

We ought to tell you, however, that they disagree on the sales trend for Kent. *PI* says Kent sales were up 5.5% in 1959, compared with 1958; *BW* says they were down 4%.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 346 Rue St., Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Merl Reade, Valley National Bank, Phoenix.

"He went home ill. Seems the client wants to tie in on an anti-litterbug deal and drop 10,000 litter bags from an airplane!"

Simple Solution

Fairfax Cone says that "newspapers, magazines, television and radio could clean up advertising with their next closing dates by the simple expedient of demanding proof of claims," and of course he is right.

We are glad, however, that he pointed out that theirs is not the sole responsibility. As we have said previously, media alone cannot do a satisfactory self-censorship job. They must have the active and effective support of advertisers and agencies of stature. And it is obvious, as Mr. Cone has pointed out, that they do not yet have such support.

\# \# \#

What They're Saying . . .

Reading for Awareness

Awareness and understanding can come to us only by reading—by reading books, by reading our vast array of fine magazines and newspapers, by viewing superior television and radio programs which, themselves, are born of reading and writing . . . How many of our leisure hours are spent—can be spent—on reading and discussing what we have read with our children, our wives, our friends and associates? They tell me today we are bringing up our children as a generation of non-readers. I suspect we have set them a good (or rather, a bad) example.

—Robert E. Kenyon Jr., president, Magazine Publishers Assn., speaking at meeting of the Advertising Club of Greater Miami.

TV Only Bait for Peddlars?

Today, as advertising pioneer James Webb Young has observed, many agencies regard television as a nation-wide, electronic medicine show, in which the pitchman gathers his crowd with a little free entertainment, then gives the spiel for his cure-all snake-oil. The program is not an end in itself; it is the bait for the greater end of peddling merchandise.

The assumption of many—but by no means all—advertising men is that the airwaves exist primarily as a means for selling products. Their assumption seems to be that any proposal to change this state of affairs is an unwarranted infringement of their rights.

What I am proposing is not that advertising be denied access to the airwaves. What I am proposing is that we give more than lip service to the basic fact that the airwaves truly belong to the people; that the broadcaster uses them as a privilege, not as a right; and that so does the advertiser.

—Theodore Peterson, dean of the University of Illinois College of Journalism and Communications, testifying before the Federal Communications Commission Dec. 11 in Washington.

Boost for Broadcasters

As professional men, we are strong believers in the philosophy of self discipline, rather than government interference. We feel that our experience in the past eight years with NAB, the networks, local stations and other representatives of the industry have shown that they are sincere in their desire to improve the quality of both programs and commercials in the medical field.

—Dr. Eugene F. Hoffman, co-chairman, American Medical Assn.'s advisory committee on television, radio and motion pictures, in a statement before the FCC.

Rough Proofs

Now that Johnny Unitas has led the Baltimore Colts to another professional football championship, Paul Richards may be planning to borrow his pitching talents for the 1960 Orioles.

•

Pall Mall's "greater length of fine tobaccos" filtration story doesn't seem to be very scientific, but it works so well it has pushed the brand into first place in cigaret sales.

•

"Bachelors, watch out for Feb. 29!" is the sage advice offered by the *Saturday Evening Post*, which might have added that imminent danger will continue all during this leap year of 1960.

•

Fax Cone says that media could clean up bad copy in print and broadcast in a hurry if they really tried, but of course they'd need a lot more support from the customers than they've had up to now.

•

"Look at all three" has taken on new meaning since it has become necessary for Plymouth to fight off Pontiac and Rambler for third place in automobile sales.

•

"Millions of Americans are learning that it's fun to be healthy!" exclaims *Today's Health*.

This is just another way of saying they're looking for that ounce of prevention rather than the pound of cure.

•

Exemplifying the Christmas spirit of peace on earth and good will to competitors, *Parade* ran a full-page ad during the holidays calling attention to "your all-stars of 1960," and mentioning *American Weekly, Family Weekly* and *This Week* in big, bold type.

•

Showing considerable annoyance at the difficulties manufacturers place in the way of housewives trying to get inside their packages, Catherine McAndrews makes it plain that something comparable to the simplicity of "Open, sesame!" would be universally welcomed.

•

Companies looking for help probably realized that when Lowry's Foods Inc. ran a display ad on that subject in AA, and signed its name and address, it assured a much bigger return from interested inquirers.

•

A religious publisher looking for a successful sales promotion man explains that the man should know something about religion, even if he doesn't profess to be religious himself.

•

Jack Barry, late of "Twenty One," is now executive vice-president of Fragrance Process Co., whose aim is to assure to advertisers the delivery of a sweet-smelling message to their customers and prospects.

COPY CUB.

In Washington, D. C., one of America's top 10 markets, it takes only one paper . . . The Washington Post . . . to cover over 60 per cent of the metropolitan area. In the other 9 markets it takes 2 or more papers.

For More Than 20 Years Washington's R.O.P. Color Newspaper Continuity Rates Apply to Both Color and Black and White.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach; Tom McGill, New England Hotel and Resort adv. rep.–West Roxbury, Mass.; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.–1265 Broadway, N. Y.;Puck, The Comic Weekly.

Fonda Backs Paper Plates, Cups, with $300,000 Ad Drive

NEW YORK, Dec. 29—Fonda Container Co. has boosted its ad budget to $300,000, an increase of more than 70% over the previous year, to promote its line of paper plates and cups in 1960.

The consumer campaign will use magazines and spot radio and will be directed at Fonda's "best" market—women under 40 with children.

Full and half page ads will run in *Better Homes & Gardens* and *McCall's* during the summer months and in December. The summer ads will recommend Fonda products for outdoor dining; the December ads will suggest them for hot buffets. The company will also participate in a special cookout promotion in the June *Better Homes & Gardens* involving seven advertisers (AA, Dec. 21).

This print campaign will be supplemented by a spot radio push in 46 markets, running the two weeks prior to Memorial Day and the two weeks before July 4.

■ Copy will emphasize that Fonda plates are plastic-coated and therefore not guilty of the three main objections the company says women usually have against paper plates: Paper plates are not strong, they absorb liquids and impart a paper taste to food.

In previous campaigns, the company name has been subordinated, but in 1960 the name will be incorporated in all headlines in an attempt to build up brand identification in a field where little brand loyalty now exists, according to the company. The brand name will be emphasized also in the radio commercials, with the lead line, "Fun time is time for Fonda."

Smith, Hagel & Knudsen is the agency for Fonda, a division of Standard Packaging Corp. #

Filmways' New Studios Ready for Major Film Jobs

Filmways Inc., New York, this month held open house to show advertisers and agencies its new $1,000,000 studios. The new studios are equipped to handle shooting of feature films for movies and tv as well as commercials and tv series.

The company refers to itself as the largest independent producer of tv commercials.

Pear Service Opens in Seattle

Pacific Coast Canned Pear Service, promotion agency for Bartlett pears, has opened an office at 3010 First Ave., Seattle. The service has set a budget of $180,000 for the fiscal year ending May 31. Of this amount, $33,000 will go for the spring "Pearadise in April" push. Pacific National Advertising Agency, Seattle, is the agency.

Sunkist Reports Sales Up 3% for 1958-59 Marketing Season

Sunkist Growers sales during the 1958-59 marketing season, which ended Oct. 31, totaled $188,000,000, up 3% from the year before, F. R. Wilcox, general manager, has reported. Of the total, $146,000,000 was from sales of fresh fruit, and $42,000,000 from the sale of industrial and consumer citrus products.

Sunkist export sales totaled more than 7,000,000 cartons of citrus, which returned nearly $15,000,000. Mr. Wilcox said that citrus acreage continues to decline in Los Angeles and Orange counties, because of residential and industrial construction, but new plantings in central California, Arizona and the California desert are maintaining the orange crop level, and may even increase the lemon and grapefruit crops. Sunkist shipments represent 72% of all citrus moving from California and Arizona.

'Reader's Digest' Offers Early News to Providence Readers

Reader's Digest has offered free advance copies of articles in its February issue to newspaper readers in Providence, R. I., according to George Sprague, of the *Digest's* circulation department. The offer is a continuation of a program by the magazine to determine what articles are most appealing to the consumer. In a couponed newspaper ad in the Dec. 22 issue of the *Providence Journal*, the *Digest* lists 24 titles and brief summaries of forthcoming articles and offers to send three advance articles free to consumers requesting them.

Mr. Sprague said the offer has been made for several years in various cities outside New York. Reader requests are analyzed and used as guidance in promoting specific issues of the *Digest*, he said.

AB-PT Appoints Hahn VP

Herbert R. Hahn, director of public relations at American Broadcasting-Paramount Theaters, New York, has been appointed a vp of the company. At ABC Radio, William T. Rafael, formerly network script editor, has been appointed national program director, succeeding Charles Manno, who has joined N. W. Ayer & Son as a commercial producer.

Kenney Joins 'Institutions'

Cornelius (Neil) Kenney has joined the staff of *Institutions Magazine*, Chicago, as marketing and research manager. Mr. Kenney was formerly with Pfaelzer Brothers, Chicago institutional meat packer, as manager of market research and sales analysis.

Switzer to Zimmer-McClaskey

James W. Switzer, formerly a copy chief at Foote, Cone & Belding, has joined Zimmer-McClaskey Advertising, Louisville, effective Jan. 1, as creative director.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

1950
1960
Ten heart-warming years

It is just 10 years since Hal Stebbins Incorporated set up shop . . . feet on the ground, eyes on the stars. We have come a long way in our First Decade. We have weathered 10 years of sweat, of struggle, of healthy discontent. But, whatever our measure of achievement, it must be shared by many hearts and minds. Hence this public tribute:
To our dedicated staff.
To our current clients (of whom there are many).
To our former clients (of whom there are few).
To our fine friends in media and the graphic arts. And to countless unseen heads and hands that have helped to get us where we are.

HAL STEBBINS INCORPORATED
714 WEST OLYMPIC BOULEVARD
LOS ANGELES 15
A fully staffed, nationally accredited advertising agency
MEMBER: *American Association of Advertising Agencies*
Advertising Association of the West

St. Louis Adclub Sets Course

The Advertising Club of St. Louis is presenting "a new concept of advertising instruction" in a course offered through the facilities of St. Louis University school of commerce and finance. The course, to be held Monday and Thursday nights from Jan. 18 to March 17, will follow the stages of a mythical soap company on its way to national distribution, including the launching of the ad campaign. Experts in media, distribution, and marketing will lecture.

Wrigley Buys on CBS Radio

Wm. Wrigley Jr. Co., Chicago, has purchased sponsorship of two new five-minute radio shows on CBS, "Double Your Pleasure" and "Enjoyment Time." Both will emanate simultaneously from WBBM, Chicago. "Enjoyment Time," featuring Wrigley's spearmint gum, will be heard in the New England area and "Double Your Pleasure," with Wrigley's Doublemint gum commercials, will be carried on the rest of the network. Arthur Meyerhoff Associates, Chicago, is the agency.

Korn & Co. Changes Name

J. M. Korn & Co., Philadelphia agency, has changed its corporate name to J. M. Korn & Son and will move to new offices at 2 Penn Center, Philadelphia, in January. The name change does not involve any change in officers. Mel Korn is the agency's president.

Dailies Aid Spokane TV Station with Public Service Shows

SPOKANE, Dec. 29—Despite inter-media rivalry, a television station enlisted—and received—the cooperation of nearly 100 community newspapers for a public service program.

KREM-TV planned to do a series of "community profiles" on the 100-plus communities within the station's range (eastern Washington, northeastern Oregon, Idaho and western Montana).

In order to gather the information on the many cities and towns, KREM-TV invited key newspaper editors and publishers in the area to a dinner, outlined its plan, and asked for help in backgrounding the stories.

■ "The enthusiasm and complete cooperation that greeted KREM-TV newsmen as they began visiting each community dispelled any doubt that the program would not be well received by the press," the station said.

The five- to seven-minute profiles are aired twice weekly during the station's "Newsbeat" program (6:30 to 7 p.m.). They cover the background, local government, schools and highlights in brief on the reason for the existence of each community.

The station runs ads in the community newspapers announcing the day their area will be featured. Newspapers in turn play up the filmed program editorially.

Robert Temple, station manager, said, "The newspaper people have added great value to the series through their extensive knowledge of their own communities." #

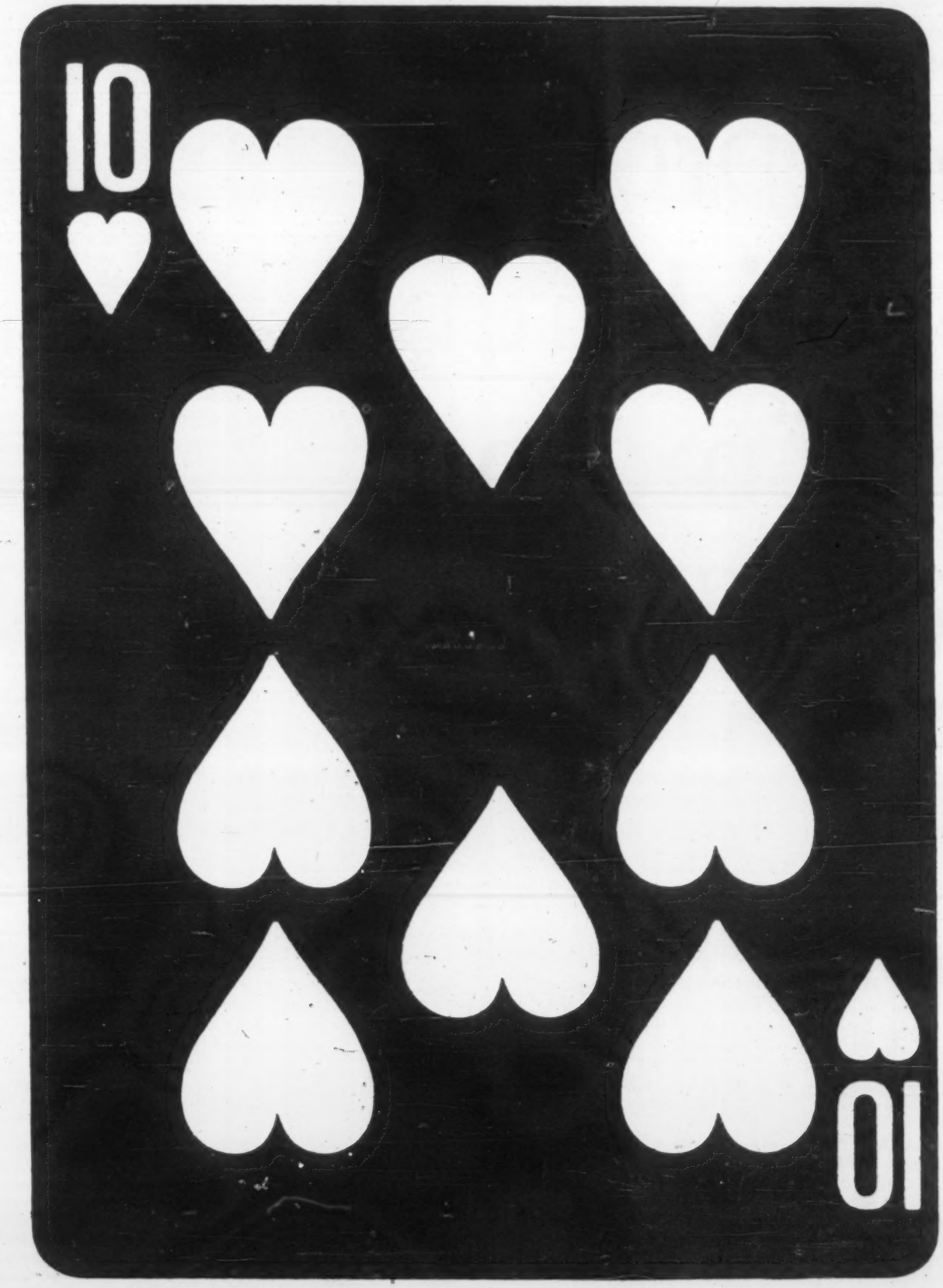
RESEARCH—*Seeking background for a film series on nearby communities, William Denton, newsman at KREM-TV, Spokane, interviews Billy Clapp, veteran attorney in Ephrata, Wash. When Mr. Clapp came to the Columbia Basin in 1909 it was a desert. He was one of the first to conceive the plan to irrigate the land with water from a Columbia River dam, and he first urged construction of Grand Coulee Dam in 1918. Work finally began in 1933, and was completed in 1952, converting the inland desert into one of the principal farming areas of the Northwest.*

Harris to Handle Irish Air

Dale N. Harris, vp of Geyer, Morey, Madden & Ballard, has been appointed supervisor of the Irish Air Lines account, which the agency took over Jan. 1. Thomas F. Mason will be account executive, James Carvill account operations manager and Edward G. Zern head of the creative group.

KADI Bows in St. Louis

KADI, the first new fm radio station in the metropolitan area of St. Louis since April, 1955, signed on the air Dec. 22. KADI, and its sister station, KADY, which began operating in April, 1958, transmit from St. Charles, Mo.



DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.85

PHOTO MATIC

89 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO POPULATION
NOW
290,000
El Paso is the fastest growing large city in Texas according to figures released by Texas Municipal League.
Further proof that EL PASO is still on the GROW.
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Hargrave Named Treasurer

Winston Hargrave has been elected treasurer of Eastern Industrial Advertisers, Philadelphia chapter of the Assn. of Industrial Advertisers. He will fill the unexpired term of Norma L. Testardi, who resigned. Mr. Hargrave, an account executive for M. Russell Berger, had served as chairman of the EIA auditing committee during the past term.

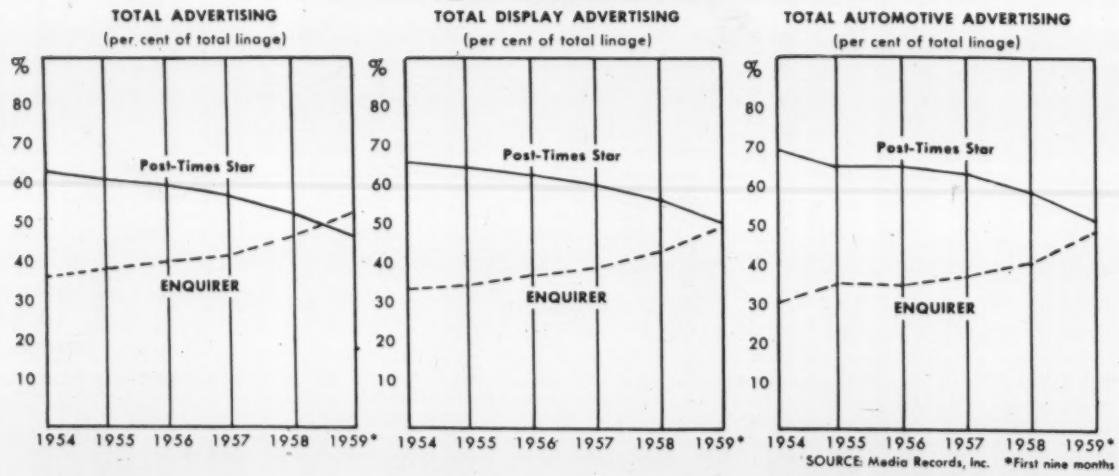
Electronics Annual to Monthly

Electronic Abstracts, published by Electronics Publishing Specialists, Chicago, an annual hard cover single volume, will change to a monthly service, effective March 15. The price will be increased to $300 a year.

Beery Joins Milwaukee Agency

R. F. (Fred) Beery, formerly an account executive with Cramer-Krasselt Co., Milwaukee, has joined Hoffman, York, Paulson & Gerlach, Milwaukee, as an account executive.

More proof of the **solid** trend to the "morning" *in solid Cincinnati*



Take a look at the evidence above! It shows clearly that retailers and national advertisers are relying more and more on the *morning* Enquirer. Why? They've discovered it's *the* way to reach and influence the *solid market-that-matters* in this great metropolitan area. The households that have more adults in them . . . have a higher percentage of children . . . have a younger head-of-house . . . have a *higher median income*. In other words, the SOLID households that need more, want more, and *can afford* to spend more. For other significant facts about this rich 19-county, 3-state market . . . write, wire or phone The Enquirer's Research Department for your copy of the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer

'Post' Tells Gains, Outlines Research Plans in Mailings

NEW YORK, Dec. 29—*The Saturday Evening Post* will use direct mail this week to tell its plans for the 1960s to "key" management, advertisers, agencies and clients across the country.

The mailing includes 10,000 "personal" letters from the *Post's* vp and ad director, Peter E. Schruth, in which he previews some "bold new programs" scheduled by the magazine. An additional 10,000 execs will receive a copy of Mr. Schruth's forecasts in brochure form.

In his seven-page letter—to be mailed beginning today—Mr. Schruth reviews the *Post's* editorial and advertising accomplishments in 1959 (ad revenue up $10,000,000 over '58) and the success of its Select-A-Market plan (orders and reservations of $15,000,000).

In addition, the *Post* executive previews a $1,000,000 research program currently under way at the magazine. The research project, as explained by Mr. Schruth, includes:

1. Ad page exposure studies in which "the advertiser knows how many times prospects are exposed to his ad page, rather than merely how many people are exposed to the issue in which the ad appears." Results of one of these studies, Mr. Schruth said, will be released in January.
2. Studies to show "the effect of advertising on the public image of companies and how advertising affects consumer attitudes toward products."
3. Measures to "portray feelings of the public toward specific companies, including 20 detailed reports on 'company loyalty'."
4. Laboratory studies and psychological measures to document sales power of print advertising.
5. Study in depth of *Post* readers to "document their word-of-mouth influence." #

Sheffield Promotes 3

Ground Support Equipment, published by Sheffield Publishing Co., Washington, has promoted Erik Bergaust from publisher to president and publisher; Douglas H. Boynton from director of advertising to vp of sales and marketing, and Peer Fosseu from managing editor to executive editor. Sheffield soon plans to publish a second magazine dealing with new phases of the defense business.

Baker Forms TV Group

Dr. W. R. G. Baker, president of the Syracuse University Research Corp. and former vp of General Electric, has formed a corporation to seek a new tv channel in Syracuse. T. Frank Dolan Jr., president of Edward Joy Co., is president of the new corporation. Daniel W. Casey, radio and tv director of Flack Advertising Agency, and Robert J. Conan, president of the Pomeroy Organization, realtor, are vps.

Tama Names Burnet-Kuhn

Tama Inc., Des Plaines, Ill., maker of contact lens, has named Burnet-Kuhn Advertising Co., Chicago, to handle its account. The company plans to bolster its 1960 media list with newspapers and consumer magazines as well as trade journals.

Buck Named President

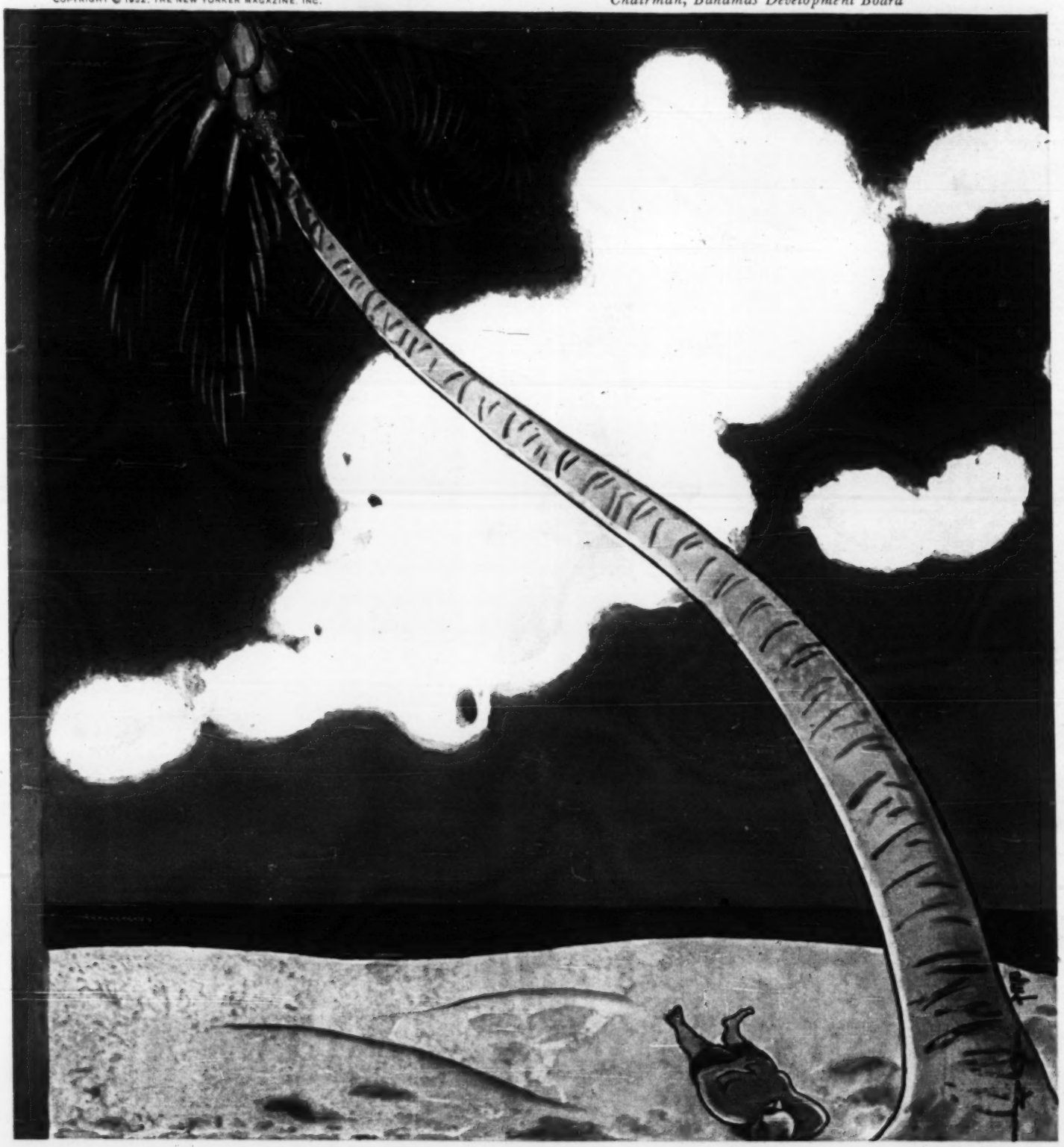
Glenn Buck, publisher of *Nebraska Farmer*, has been elected president of the Midwest Farm Paper Unit. Mr. Buck succeeds H. C. Klein, publisher of *The Farmer*, who becomes chairman of the board.

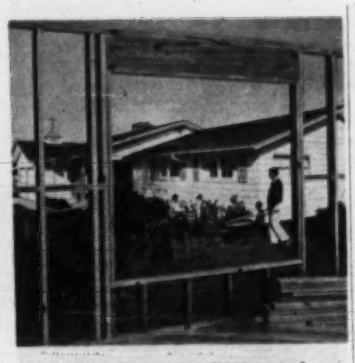
THE NEW YORKER creates

COPYRIGHT © 1952, THE NEW YORKER MAGAZINE, INC.

"The New Yorker stimulates the desire to travel. Its pages include many features that appeal to The New Yorker's travel-minded audience. And they respond. That's why the Bahamas Development Board has used The New Yorker as an advertising medium so effectively for 27 years."

Stafford L. Sands, C. B. E., M. H. A.
Chairman, Bahamas Development Board





LUMBER—*West Coast Lumbermen's Assn. is running this four-color unit in the January issue of Better Homes & Gardens Home Building Ideas and subsequently in eight other shelter publications. Cole & Weber, Seattle, is the agency.*

Coast Lumber Group Stresses 'Hidden Value' in Ad Drive

PORTLAND, ORE., Dec. 29—"When you are buying a new house, look to the hidden value of a sturdy framework of West Coast lumber."

This is the 1960 advertising theme the West Coast Lumbermen's Assn. will break in magazines in January. The association is the promotion agency for lumber mills of the Douglas fir, hemlock and cedar region of Oregon and Washington.

"You want to be sure of a lifetime of living comfort. That's why you'll want to be sure your new home has a framework of West Coast lumber," copy in the initial ad advises.

The illustration looks through the window and wall of a house still in the framing stage and shows a full-color reproduction of a new house built of wood. The campaign will emphasize that a house is only as good as its frame.

■ The campaign breaks in January with a color page in *Better Homes & Gardens Building Ideas*. The ad will appear also in these publications through the year: *American Home*, February; *Better Homes & Gardens* and *House Beautiful*, March; *Book of Homes* and *Living for Young Homemakers*, April; *House Beautiful Building Manual* and *House & Garden Book of Building*, spring-summer; *New Homes Guide*, summer-fall. Three other ads will be scheduled later in 1960.

The ads offer a free booklet, "Individuality in Home Planning." For the past 10 years all consumer ads by the association have carried coupons for booklets. In 1959 more than 58,500 coupons were received asking for the booklet "How You Can Own a New Home."

To tie in with the "Hidden Value" advertising theme the association will mail a four-page giveaway piece in quantity to home builders throughout the nation. This folder is intended for use by salesmen for real estate companies and builders and stresses the importance of framing in a house.

The association's advertising budget for 1960 is about 5% higher than 1959. The agency is Cole & Weber. #

Formfit Budget Up 50%; Ready for 1960 Push

Formfit Co., Chicago, has set the biggest advertising budget in its history for 1960. The company is increasing its space budget by 50%, concentrating ads in fewer publications but using larger space units. All ads will be bannered, "That Formfit Feeling!" and will run in b&w.

Life will carry six Formfit ads between February and June. *Parade* and *This Week Magazine* also will be used. In addition, a total of nine spreads will appear in *Glamour*, *Mademoiselle* and *Seventeen*. *Vogue* and *Harper's Bazaar* will each carry three pages on Formfit's designer collection. Tatham-Laird, Chicago, is the agency.

Repa Joins Roche, Rickerd

Albert Repa has joined the creative staff of Roche, Rickerd & Cleary, Chicago, as copywriter on the Wilson sporting goods account. Mr. Repa previously was merchandising editor for *Building Supply News* magazine and was a copywriter with Marshall Field & Co., Chicago, and J. C. Penney Co., New York.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
201 W. 49 St. N.Y. 19, N.Y. PLaza 7-5730

Discover the value of time

Storer time is much more than seconds on the clock. It is sales impact . . . maximum audience . . . top ratings . . . increased sales. For example, in Philadelphia . . . Storer Radio station WIBG is first in every survey and reaches more families in all categories than any other station. In Cleveland . . . Storer Television station WJW-TV is the highest rated, most popular station in town. Further proof that a Storer minute is a bigger minute.

YOU KNOW WHERE YOU'RE GOING with

Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Company

Gramercy Names 2, Adds One

Gramercy Advertising Co., New York, has named Joan Craig, formerly with CBS and Ted Bates & Co., media director and Gene Mandel, previously with Metro Associated Services, art director. Miss Craig succeeds Mary Dunne, who has not announced her plans, and Mr. Mandel succeeds Lee Glaberman, who has opened an art studio. Gramercy has been reappointed to handle advertising for Striker Boat Co., Pompano Beach, Fla. The account previously was handled by Dobin Advertising, Miami Beach; before that it was handled by Gramercy.

WILX-TV Names Columbia

WILX-TV, Jackson, Mich., has named Columbia Advertising, Battle Creek, to handle its account, effective Jan. 15. The station's advertising was handled previously by Denham & Baker, Detroit.

Magazine Publishers Set Midwest Region Sessions Jan. 21

Chicago, Dec. 29—Plans have been completed for the second annual regional meeting of the Magazine Publishers Assn., to be held at the Drake Hotel, Chicago, Jan. 21. Ford Stewart, publisher of *Christian Herald*, is chairman of the committee arranging the meeting.

A group of leading magazine advertisers will recount their experiences in the use of the medium at the morning session, while a panel of leading editors will deal with the cultural impact of magazines on America at the luncheon and afternoon sessions.

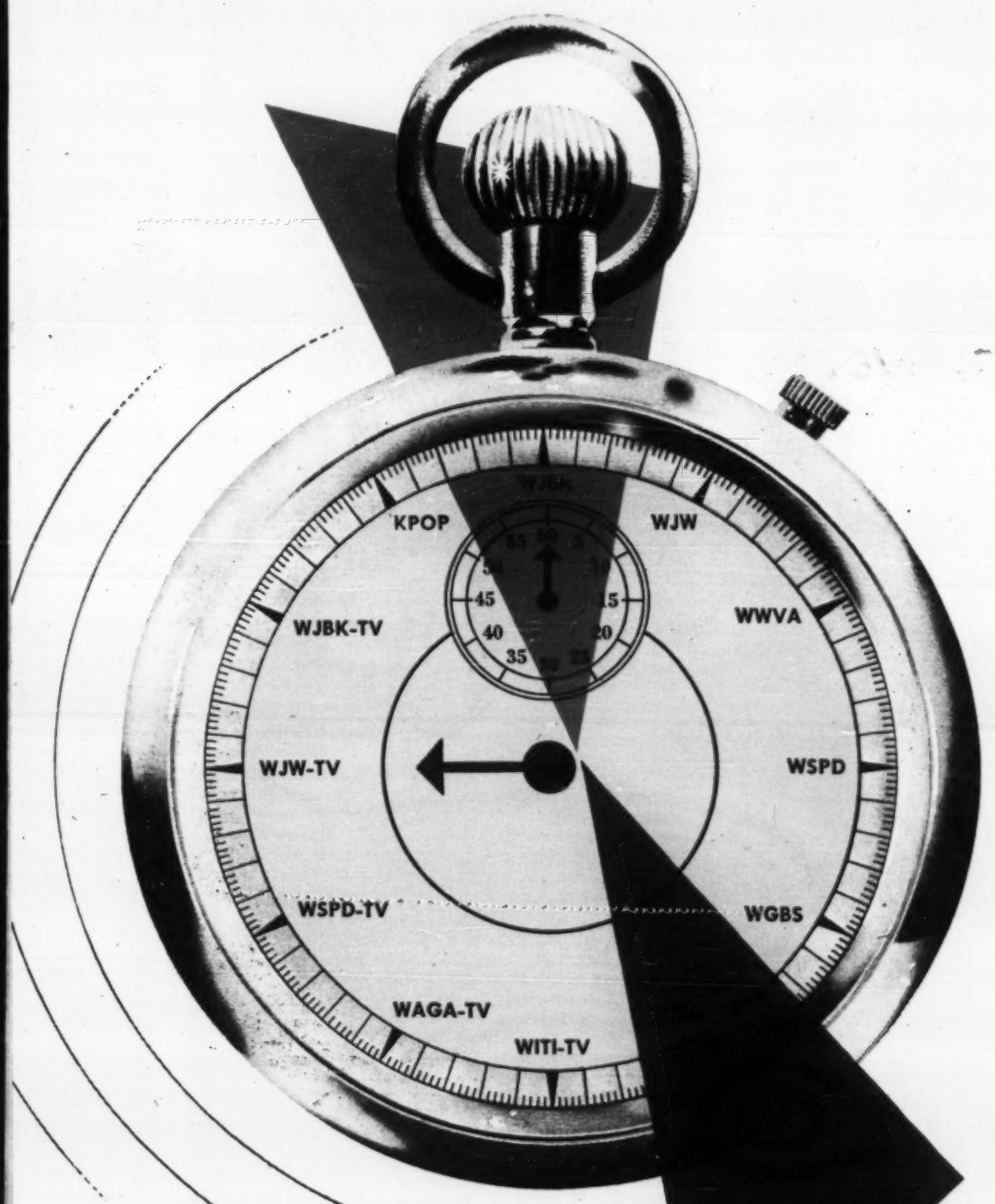
Among the advertisers who are expected to appear on the program are Robert E. Johnson, senior vp, sales and public relations, United Air Lines; Lee J. DiAngelo, manager of advertising and merchandising, Hotpoint Co.; Jack Mullowney, advertising manager, Green Giant Co.; Charles B. Foote, director of advertising, State Farm Mutual Automobile Insurance Co., and P. G. Peterson, exec vp, Bell & Howell Co.

The Agate Club of Chicago, composed of magazine advertising representatives, is playing an active role in arranging the meeting. #

Weightman Adds Spatini; Names Lincoln Smith

Weightman Inc., Philadelphia, has been named to handle advertising for Spatini spaghetti sauce, a product of Spatini Co., Philadelphia. Elkman Co. is the previous agency.

Weightman has named Lincoln E. Smith, advertising consultant, creative coordinator. Mr. Smith headed his own agency for several years.



STORER

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV

•

CLEVELAND
WJW-TV

•

TOLEDO
WSPD-TV

•

ATLANTA
WAGA-TV

•

MILWAUKEE
WITI-TV

•

RADIO

PHILADELPHIA
WIBG

•

DETROIT
WJBK

•

CLEVELAND
WJW

•

WHEELING
WWVA

•

TOLEDO
WSPD

•

MIAMI
WGBS

•

LOS ANGELES
KPOP

National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Sell more across Canada sell with The Financial Post

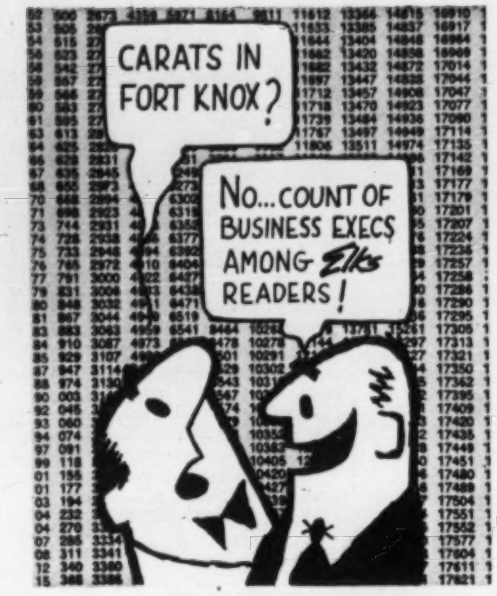
Here are your most important prospects in Canada: nearly 80% of all Post primary readers are in business, professions, government.

(Gruneau Research).

Sell more to Canada's biggest buyers with

The Financial Post

481 UNIVERSITY AVENUE
TORONTO 2, CANADA



Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—35.2%. Only 1 magazine of all 53 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7220 . . . and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER SPEAK FOR 22 HOURS*—

BUT... WKZO-TV Can Speak For You In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(July, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	36,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
Sun. thru Sat.				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

WKZO-TV reaches more of the people, *more of the time*, than any other station serving the Kalamazoo-Grand Rapids area.

Facts of the matter are shown in the latest NSI Survey (see left). WKZO-TV holds an 84% lead over Station "B" in homes delivered, Monday through Friday, 9 a.m.-6 p.m. And a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

If you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Wayne Morse made the longest U.S. Senate speech of record—22 hours, 26 minutes—on April 24-25, 1953.*

AM—TV—FM

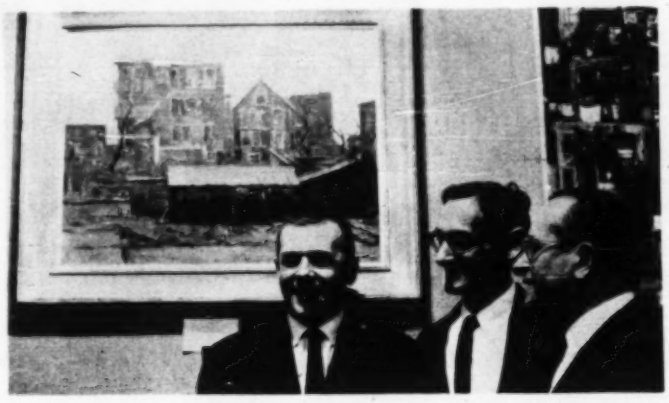
The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Salvatore Tortora, art director of MacManus, John & Adams, New York, and an impressionist painter after hours, will participate in a two-man exhibition at the Brooklyn Arts Gallery, opening Jan. 17 . . . The recently formed chapter of Alpha Delta Sigma at Long Beach State College has been named the **Nelson Carter** chapter in honor of the senior vp and general manager of the Barnes Chase Co.'s Los Angeles office . . .

Dept. of tax deductions: **Larry** and **Barbara Rau,** both formerly of Campbell-Ewald, Chicago, have a new daughter, Christine. Larry is in the Hertz Corp. ad department . . . A daughter, Heidi, was born Dec. 11 to Mr. and Mrs. **Art Hannes.** Father is CBS announcer and regular on "The Ed Sullivan Show." Mother is the former **Rosalind Phillips,** once with NBC and Kenyon & Eckhardt in Hollywood . . . Graham Stewart, newborn son of **James Stewart** in the Chicago office of J. Walter Thompson, is a fourth generation in the advertising-publishing business. The baby's grandfather, **Ford Stewart,** is publisher of *Christian Herald.* His great-grandfather, **Graham Stewart,** for whom the baby is named, is now living in retirement in St. Petersburg, Fla., after many years with *Christian Herald* and *People's Popular Monthly* . . .



Karp A. Glicksman J. Glicksman

WINNERS—*First prize of $150 in the annual art competition sponsored by Techni-Craft Printing Corp., New York, went to Allan Glicksman of Madison Advertising. His sponsor, Joseph Glicksman of Madison, also received $150. John J. Karp, president of Techni-Craft, stands in front of Allan's prize-winning oil, "Yonkers Tenements." Second prizes of $100 went to Roc E. Campanelli and his sponsor, Stanley Flaum, both of BBDO.*

Bart Cummings, president of Compton Advertising, New York, has been named to the "*Sports Illustrated* Silver Anniversary All-America" roster for 1959—25 years ago he was playing tackle and end for the University of Illinois . . . **Sheila Henry,** head of film at Inter-American Publications, New York, media representative, is vacationing for six weeks in Buenos Aires . . .

Eleanor Wendt, a secretary in the copy department of BBDO, New York, will be married Jan. 16 to **Peter West,** BBDO account executive on the Yellow Pages. The groom-to-be is the son of **Paul West,** president of the Assn. of National Advertisers . . . **Laurelle Ann Sorenson** of the Four A's in New York will marry George H. Batterson Jr. in February . . . **Sally Ullman,** media director at Wentzel & Fluge, Chicago, was married Nov. 15 to William Israel, an industrial engineer with Hallicrafters . . . **Norman Cooper,** copywriter with Shaller-Rubin, New York, has announced his engagement to Angela Lombardi, with the New York Telephone Co. . .

Random Thoughts Publishing Co. has come forth with its annual Christmas publication—this time it's the cynical "The Gin & Butter Diet—How to Lose a Pound a Day for a Year." The co-authors (and co-publishers) are **Jane Trahey,** head of her own New York agency, and Daren Pierce, interior decorator, with illustrations by **Betty Fraser,** art director with the Trahey agency. Previous Trahey-Pierce-Fraser publications have been the "Compleat Martini Cookbook" (30,000 copies now sold, and still selling), last Christmas' favorite "1,000 Names & Where to Drop Them," and a pack of gypsy fortune telling cards . . .

Bob Davis, research director of CBS-TV Stations, New York, won a 1960 Rambler, top prize at the Radio & TV Executives' Society's Christmas celebration this year. As the other prizes were being drawn, Bob kept saying he was waiting for the big one. Meanwhile at the Sales Executives Club, the top prize of a Rambler went to **Huber Gemmill,** manager of circulation sales, McGraw-Hill Publishing Co. The Gemmills are already outfitted with a Ford station wagon and a Chrysler New Yorker—but the two children in college have plans for the Rambler . . .

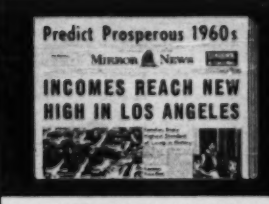
George T. Hook, publisher of *Iron Age* and a vp of Chilton Co., and Mrs. Hook have announced the engagement of their daughter, Natalie, to **Harry Maynard,** associate ad director of the international editions of *Life.* The bride-to-be is a pianist known professionally as Natalie Ryshna . . . On Dec. 20, in a Cunningham & Walsh romance, **Francine Parillo,** radio-tv traffic supervisor, married **Warren B. Lee,** copywriter . . . Ann Carolan and **Richard John Cusack** of McCann-Erickson, New York, have decided on a February wedding . . .

NAB's 1960 distinguished achievement award goes to **Clair R. McCollough,** president of Steinman Stations. A founding father of both RAB and TvB, he was also one of the original drafters of the NAB tv code. His latest founding effort: the two-month old Television Information Office . . . A son, Charles, was born Dec. 17 to Mori and **Herbert Zeltner.** Father is media director of Lennen & Newell, New York . . .

If you want to sell ten-gallon hats…or any other product

A city larger than Dallas
is hidden from your newspaper
advertising in Los Angeles. It's
THE MILLION YOU'RE MISSING
if you're not in THE MIRROR NEWS

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper.



1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

This Week in Washington . . .

Much-Used Government Occupational Directory Avoids Advertising Field

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 31—Every profession is involved in a heated contest for one precious, limited commodity: Bright young minds.

Big companies scout campuses and haunt meetings of learned societies. Job counselors are pursued by personnel officers, hopeful of finding a good mind or tw .

Yet, in this no-holds-barred contest, advertising has been forfeiting a golden opportunity: The chance to be listed in a government directory which is used nearly 1,000,000 times a year as a basic reference book by job counselors in high schools, colleges and employment agencies who help people make career choices.

For more than a decade this "Occupation Outlook Handbook" published by the Department of Labor and Veterans Administration has been repeatedly revised and expanded until today it is a 785-page telephone book-size publication, providing job counselors with background on training requirements, working conditions and career possibilities in hundreds of fields.

■ An updated and greatly expanded edition which was released this week provides the job counselor with "profiles" on such professions as home economics, statistics, commercial art, law and newspaper reporting. But after 10 years and four editions, the counselor still won't find in this government handbook anything which might induce him to steer a creative mind toward advertising.

Government people who edit the handbook offer no apology. "We eventually expect to cover all occupations, including advertising," says Seymour L. Wolfbein, chief of the labor department's division of manpower and employment statistics, who supervised the editing.

"But we have only limited resources and we still have a long way to go."

■ The origin of the occupational outlook handbook goes back to wartime manpower shortages and postwar veterans rehabilitation programs, so the original editions were top-heavy with information on jobs useful for defense, or for unskilled and semi-skilled workers.

More recent editions have doubled the number of skills covered by the handbook, but without any pre-determined order of priority. In the edition released this week, for example, the handbook "profiles" for the first time sales personnel, technicians, clergymen, school counselors, motor vehicle drivers, instrument repairmen, stationary engineers and workers in missile, paper and pulp and baking industries.

Some were added because the 1,800 U.S. employment offices reported widespread interest. Others got in because they represent large numbers of jobs. A few have defense importance.

■ Even if it isn't interested in being listed, it apparently makes sense for a business or profession to pay a call on the editors of the occupational outlook handbook.

When the previous edition appeared a few years ago, the American Newspaper Publishers Assn. was dismayed to find an observation that pay scales for newspaper reporters are not as attractive as some other professions.

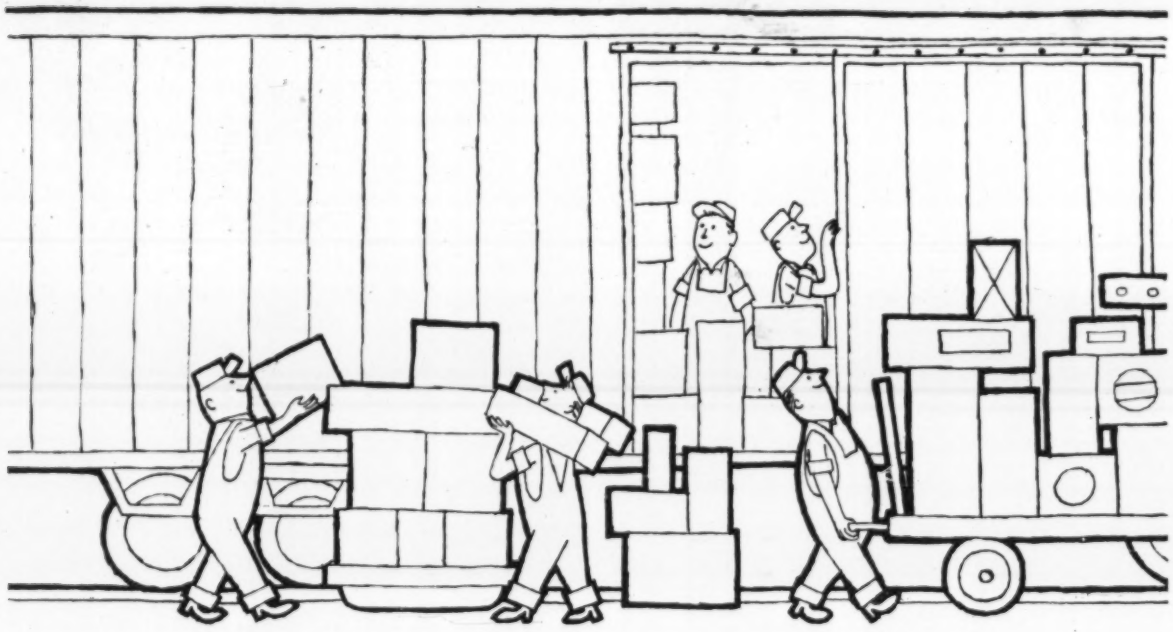
Having been burned once, ANPA stopped taking the editors of the occupational outlook handbook for granted. By participating in drafting the profile on newspaper reporting in the revised edition of the handbook, they have made certain that prospective journalists get unadorned facts about current pay scales in the profession.

As for advertising, the editors seemed somewhat startled to be asked about it. "Do you really think it should be treated separately?" they asked.

There are no present plans to do anything about advertising in the next, or any of the immediately succeeding editions, the editors reported, but these plans might be subject to change if a persuasive argument were offered.

"After all," said one editor, "that's the way the world works." #

by the carload



Charlotte, biggest market in the Carolinas, is one of the Southeast's leading distribution points. Doing business by carload lots, Charlotte rings up wholesale sales of better than a billion dollars a year — more than any metropolitan area between Washington and Atlanta.

Of boxcar proportions, too, is the circulation of The Charlotte Observer-The Charlotte News.

Saturation coverage of Charlotte itself is just the first step in the job it does for advertisers. In toto, the Zone of Influence* of The Charlotte Observer-The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte: a cohesive 39-county empire, with population nearly two million and annual retail sales in excess of a billion and a half dollars.**

Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas — and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

* Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

**1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

1 will get you 7

A TOP TEN BRANDS MARKET

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

McNeely Named President

Dan McNeely, assistant sales manager of Multi-Clean Products, St. Paul, has been elected president of the Twin Cities Sales Promotion Executives Assn. Other officers elected are Ken Erickson, Northrup King & Co., vp; Bill Montague, Pella Products, secretary, and Bill O'Donnell, Pako, treasurer.

Johnson Joins SVE

Norma A. Johnson, formerly copywriter at Edelstein-Nelson Advertising Agency, has been appointed assistant to the advertising director of the Society for Visual Education, Chicago. Miss Johnson is currently president of the Junior Women's Advertising Club of Chicago.

'Sun-Telegram' Promotes Two

Richard W. Pelton, county advertising manager of the *San Bernardino Sun-Telegram* for the past six years, has been promoted to the new post of national advertising manager. Roy E. DuFour, who has worked as an advertising salesman for the paper since 1949, succeeds Mr. Pelton.

'U.S. News' Shifts Two

Noel E. Bradley, former regional ad manager of the St. Louis office of *U. S. News & World Report*, has moved to the magazine's New York sales staff. Succeeding Mr. Bradley in St. Louis is Crawford L. Elder Jr., formerly of *U. S. News'* Chicago sales staff.

WBEN Inc. Moves

WBEN Inc. will move into new facilities at 2077 Elmwood Ave., North Buffalo, N.Y., effective in early January. WBEN-Radio and WBEN-FM will begin broadcasting from the new facilities Jan. 10, and WBEN-TV will start telecasting Jan. 17.

Whittington Joins Dennett

Ray Whittington, who retired early this year from McGraw-Hill Publishing Co. (AA, March 2), has become a partner of Don Dennett & Associates, Chicago, publishers' representative, effective Jan. 1. Mr. Whittington has been with Perrygraf Corp. since April.

Push Supermarkets Abroad

Carl W. Shaver, formerly vp of the Grand Union Co., has been elected president of International Supermarkets Corp., New York, a new company formed to operate supermarkets in foreign countries. Operations in nine countries are planned.

Rossillo to Inter-American

Louis J. Rossillo, formerly an account executive at Regal Advertising Associates, has been appointed to the sales staff of Inter-American Publications, New York, which represents *El Mundo*, WKAQ Radio El Mundo and WKAQ-TV Telemundo, San Juan, Puerto Rico.

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

in Columbus... in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best ...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

PHOTO REVIEW OF THE WEEK

Wallingford Farrell Lapham

HOPE—*William R. Farrell, director of marketing services of Monsanto Chemical Co., is pictured here in the role of volunteer coordinator of the Advertising Council campaign to launch the SS Hope, hospital ship which will visit foreign countries as a medical training center. Posing with him in front of the campaign's outdoor posters are Thomas W. Lapham, assistant to the chairman, Young & Rubicam, volunteer agency for the campaign, and Robert Wallingford, Y&R account exec. The campaign starts in January and aims to raise $3,500,000 to operate the ship for the first year. The project is part of the People-to-People Health Foundation.*

REPS' ROUNDUP—*Herbert Meeker and Fred W. Pitzer, presidents of the national and New York chapter of the American Assn. of Newspaper Representatives, respectively, share a table at the association's Christmas party, held in New York. More than 400 media men attended. Mr. Meeker is exec vp of Scolaro, Meeker & Scott and Mr. Pitzer is vp of Jann & Kelley.*

OLD-TIMER—*To celebrate its 50th anniversary, Periodical Publishers' Service Bureau, a subsidiary of Hearst Corp., is using its first color page in a magazine. This ad, in the January issue of Good Housekeeping, mentions the service the company has performed for the woman consumer's mother and grandmother. Lewis & Gilman, Philadelphia, is the agency.*

Maytag Hilker Rennie

AWARD—*The Advertising Club of Denver awarded its 1959 "Fame and Fortune Award" to Frontier Airlines. Lewis B. Maytag Jr., president of the airline, accepts the award from Orville Rennie, chairman of the club's awards committee, and F. C. (Bud) Hilker, president of the club.*

MISS RHEINGOLD FOR 1960—*Emily Banks, 21, Cambridge, Mass., has been selected Miss Rheingold for 1960. As star of Rheingold's advertising program, she will be one of the most photographed girls in the U.S. during the next 12 months.*

THE FIRST SNOWFALL—*This painting, in color, of the first snowfall, was chosen for its Christmas card by E. W. Reynolds Ltd., Toronto and Montreal. As in the past three years, the agency chose a painting done by a Canadian child. A seven-year-old Montreal child is the artist of this one, a student of L'Ecole des Beaux Arts children's classes, identified simply as Francois to "avoid the danger of introducing a competitive spirit or feeling of envy where none now exists."*

Taylor McSweeney Bertelson Briggin Queen's Group

ROSY PROSPECTS—*John McSweeney, sales manager, WMCA, New York, while in Los Angeles briefing his representative, AM Radio Sales, got an eyeful of Southern California "flora," including the rose parade queen and her court, who appeared at the Advertising Club of Los Angeles. Also greeting Queen Margaretae Bertelson and entourage are Ray Taylor and Herb Briggin, AM Radio Sales.*

TALL 'A'—*To enhance its corporate "image," Arizona Chemical Co. is running a series of ads to push its new symbol, the tall "A." As part of the campaign, the company is using an offbeat mailing piece —a potted live pine tree—displayed here by C. W. Kohlman, ad manager, and J. H. Ruskin, president. Erwin Wasey, Ruthrauff & Ryan is the agency.*

#2 perils of an advertising decision maker

HE SPENT GOOD ADVERTISING DOLLARS TALKING TO PEOPLE WHO WEREN'T INTERESTED

And it's a crying shame, too! If he'd only realized it, dollars spent in media of mass circulation reach *some* prospects, yes—but at the cost of thousands of others who aren't interested in what the advertiser has to sell. *Special interest magazines* winnow out the prospects from the "suspects"—deliver a hand-picked pre-conditioned audience.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

SOMEWHERE WEST OF LARAMIE

is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 54 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

Meat Suppliers to Wiley

Meat Industry Suppliers, manufacturer of Flavorama food products, Northfield, Ill., has named Robert Wiley & Co., Chicago, to handle its account. A front cover ad in the Dec. 26 issue of *National Provisioner*, and a fourth cover ad in the January issue of *Meat*, will announce the company's new "Beef-Up" program.

United Aircraft Names Agency

The Hamilton Standard division of United Aircraft Corp., East Hartford, Conn., has appointed Wilson, Haight, Welch & Grover, Hartford, to handle its recruitment advertising. Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, is the previous agency.

Enamel Sign Catalog Out

Adverti-Zing Plus, an 18-page b&w and color baked enamel sign catalog, compiled by Grace Sign & Mfg. Co., 3601 S. Second St., St. Louis, will be available in early January.

CHARLES H. WEISSNER JR., *formerly an account executive with Sullivan, Stauffer, Colwell & Bayles, New York, has joined Seagram-Distillers Co., New York, as national advertising manager. He succeeds Douglas S. Clark, recently promoted to assistant vp of Joseph E. Seagram & Sons, parent company (AA, Nov. 30). Mr. Weissner will report to George E. Mosley, vp in charge of advertising and sales promotion.*

The Southwest's *"Quality"* TV Buy

KROD-TV EL PASO
KVII-TV AMARILLO
KOSA-TV ODESSA-MIDLAND

TRIGG TV VAUGHN STATIONS
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

TV delivers 3 out of the top 4 BIG "Spendable Income" MARKETS in Texas

C. S. I. Per Household by Metropolitan Areas*

1.	Odessa-Midland	$7,349
2.	El Paso	6,629
3.	Wichita Falls	6,536
4.	Amarillo	6,522
5.	Galveston	6,439
6.	Lubbock	6,387
7.	Dallas-Fort Worth	6,373
8.	Houston	6,368

*Consumer Spendable Income from Standard Rate & Data, Nov., 1959

The TV Buy

In combined set count...
TEXAS' 3rd MARKET

		Set Count**
1. Dallas-Ft. Worth		689,200
2. Houston		488,500
3. The TV Buy		
Amarillo	109,000	
El Paso	95,500	
Odessa-Midland	84,100	288,600
4. San Antonio		276,300

**Television, Nov., 1959

in *"Quality"* TEXAS' 1st MARKET

Trigg-Vaughn Stations

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

TRIGG TV VAUGHN STATIONS
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

Jack C. Vaughn
Chairman of the Board

Cecil L. Trigg
President

George C. Collie
Nat. Sales Mgr.

Nesbitt Stresses Outdoor in Push for Fruit Wares

(Continued from Page 3)

phrase "Be American, Vote!"

Mr. Minkey said outdoor is being used to get national coverage without waste circulation and to get the benefit of local impact, with each showing being tailored to the specific distribution area of the local bottler.

In addition to conventional posters, banners, bottle riders and point of sale material, Nesbitt's will supply its bottlers with two in-store promotions. The first will be a sweepstakes contest, in which entrants need only to fill out a blank and send it in with a bottle top. Winners will be chosen by drawing.

Prizes include a two-week, all-expense trip to Southern California and Las Vegas, or New York, plus $250 cash; a sports car; a stereophonic hi-fi set and many smaller items.

■ A second in-store promotion will be based on a 14' tall animated rocket. Easily dismantled and reassembled, the display is intended to be travelled from store to store, with each outlet using it one week.

Franchise holders will also be offered a variety of radio and tv spots featuring the cartoon characters and the jingle: "Everybody knows that everybody goes for Nesbitt's."

M. H. Kelso Co., Los Angeles, is the agency. #

Burdick & Becker Names Two

A. Mason Harlow has been named vp and general manager of Burdick & Becker, New York. Mr. Harlow was director of the Institute of Student Opinion, sponsored by Scholastic Magazines Inc., prior to joining Burdick & Becker in February as assistant to the president. The agency also has named Robert McQuinn Jr., formerly with Doherty, Clifford, Steers & Shenfield, an account executive.

Cook Announces Ad Plans

Cook Chemical Co., Kansas City, Mo., has announced plans for Real-Kill insecticides in 1960. Art Linkletter will deliver Real-Kill commercials on his CBS show, "House Party," beginning in the spring, to start the drive. Spot radio and newspaper ads will supplement the radio and tv show. Allmeyer, Fox & Rashkin is Cook's agency of record.

Charles Hanson, Ad Manager of 'Life,' Is Dead at 48

NEW YORK, Dec. 29—Charles W. D. Hanson, 48, advertising manager of *Life*, died of cancer Dec. 27 at the Columbia-Presbyterian Medical Center.

Born in Omaha, Mr. Hanson was graduated from the University of Wisconsin in 1934. He was a salesman for several years, first with Bacon-Whipple & Co., Chicago, and then with the Talon Co., Meadville, Pa., before joining the advertising sales staff of *Good Housekeeping* in New York.

■ He joined *Life* as an advertising salesman in 1945 in Chicago, and was named Chicago advertising manager in 1950. In 1954 he was appointed western advertising manager and in 1957 moved to New York as head of the magazine's marketing department. In November, 1958, he was named advertising manager. Mr. Hanson had served as a director of the Chicago Federated Advertising Club and was a member of the Executives Club of Chicago, the Merchants & Manufacturers Club of Chicago, the Mid-Day Club and Skokie Country Club.

JOHN H. STEVENS

PRINCETON, Dec. 29—John H. Stevens, manager of the commercial research division of Curtis Publishing Co.'s research department, died at his home here Dec. 18.

Mr. Stevens joined Curtis in 1922 and spent almost his entire business career with that organization. He left Curtis in 1941 to join Talon Inc., and from 1947 to 1951 he was vp of Benson & Benson, Princeton market research company. He returned to Curtis in 1951 and a year later was made manager of the commercial research division.

HERBERT A. KUSCHER

NEW YORK, Dec. 29—Herbert A. Kuscher, 25, an account executive at Adams & Keyes, died Dec. 22 of an embolism. Mr. Kuscher was formerly advertising manager of FR Corp. and had been involved in litigation with the Lampert agency concerning the handling of the FR Corp. account by Lampert when both the photographic company and Mr. Kuscher were at the agency (AA, Dec. 14).

THOMAS M. JONES

PHILADELPHIA, Dec. 29—Thomas M. Jones, 75, retired advertising executive, died in his home at Doylestown, Pa., Dec. 18.

Mr. Jones formerly worked in the advertising departments of the old *Philadelphia Press* and the *Philadelphia Evening Ledger*. And for many years he was a partner in the old Ewing, Jones & Higgins agency.

BENEDICT C. PULLEN

NORWICH, CONN., Dec. 29—Benedict C. Pullen, 70, a member of the family which owned the old *Norwich Evening Record*, died Dec. 15 after a period of failing health.

The son of Frank H. and Annie C. Pullen, he was born in Norwich and entered the newspaper business with his father and brother, Weston, following graduation from Norwich Free Academy.

Except for military service in World War I, he remained with the newspaper until 1927, when it was purchased by the *Bulletin*.

PETER P. TATANIS

NEW YORK, Dec. 29—Peter P. Tatanis, 75, founder and former publisher of the *National Herald*, a Greek-language daily, died Dec. 27 at his home here of a heart attack. Mr. Tatanis came to the U. S. in 1905 and founded the *National Herald* in 1915. He served as its publisher until 1938, when he sold his interest in the paper and entered the import and export business. He was also publisher for a number of years of *Pan-Athenaea*, a literary magazine, which suspended operation during World War II. Mr. Tatanis was a leader in bringing Greek culture to this country and helped promote U. S. citizenship among Greek immigrants.

Electronics Magazine Debuts

What's New in Electronics, published by Parks Publishing Co., Chicago, will make its first appearance March 10 in conjunction with the Institute of Radio Engineers show. The magazine, a bi-monthly, will be devoted to printing new electronic product news releases and will not accept advertising, according to the publisher. Each release will be charged for on a per-inch basis. The first issue will contain about 400 releases.

WOULD YOU PAY $6.00 FOR AN IDEA?

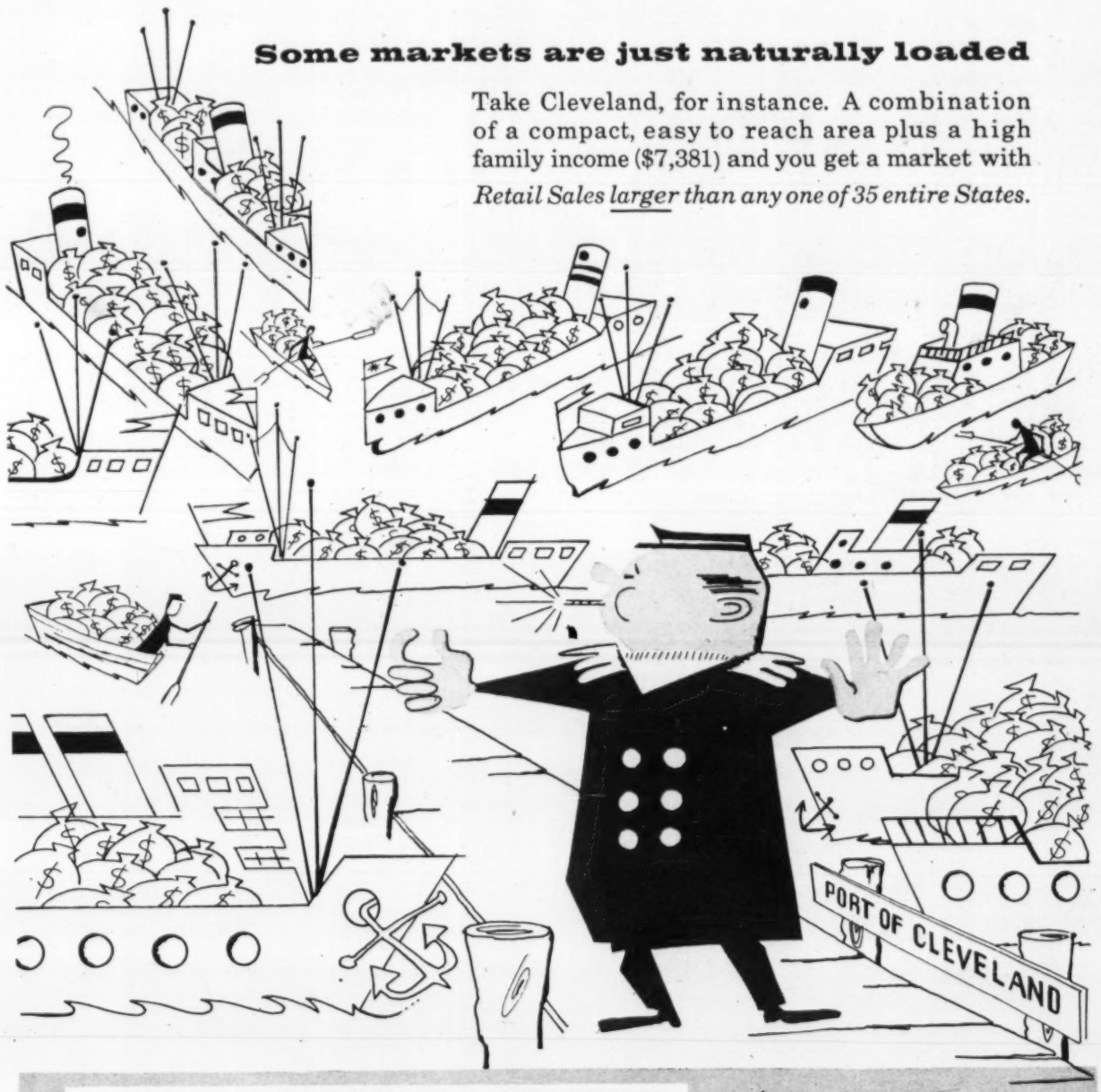
You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A28 19 W. 44th St., New York 36, N. Y.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*



RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

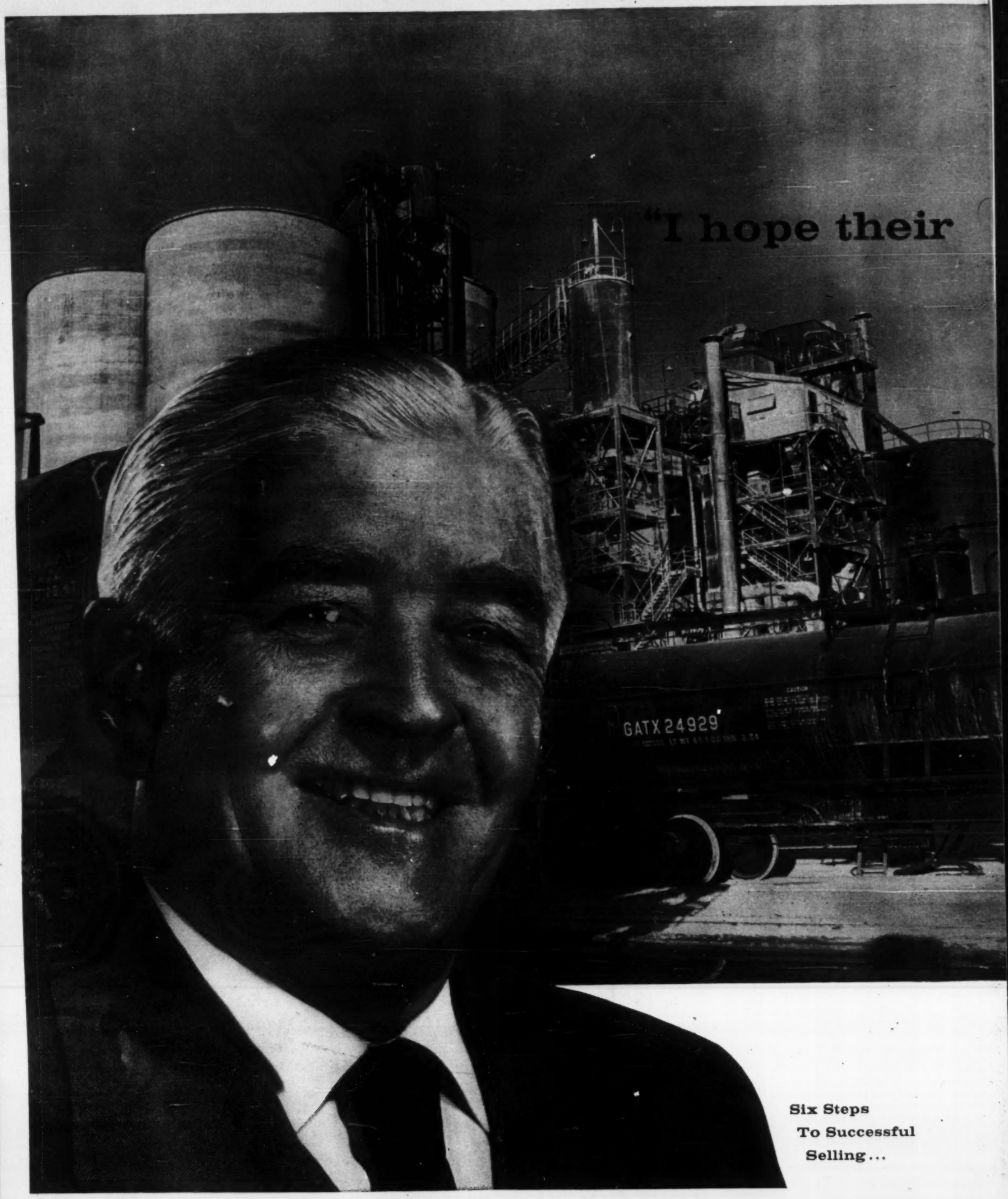
***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever **you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.



Six Steps
To Successful
Selling...

1 Make Contact

2 Arouse Interest

product will answer my problem,"

says an Industrial Chemicals Division Manager, Heavy Chemicals Manufacturer. "I sent for a sample from the ad. If it works, we'll buy."

These are *direct quotations* from McGraw-Hill subscribers. They are taken from continuing readership studies that show how your advertising in McGraw-Hill publications can *stimulate buying action.*

"We discussed this ad in the department, then recommended purchase. The machine was bought."

Chief Tool Engineer,
Tractor Manufacturer

"We were looking for this, and their ad gave just the information I wanted. We bought some."

Purchasing Agent,
Marine Construction Co.

"We got interested in their pipe from reading the ad, then specified it. It has been ordered on the job."

President,
Consulting Engineering Firm

"The features they advertise are of vital importance to us. I've written them."

Senior Design Engineer,
Aircraft Manufacturer

"We saw their ad, and ordered a few sets to try out."

Maintenance Superintendent,
Transportation Co.

"I wrote for further information, and they referred me to their local man. He came out and sold us a machine."

President,
Ice Cream Manufacturer

"After seeing the ad, we called their man in. He showed us what to use, and we bought about $5,000 worth of screens."

Tipple Foreman,
Coal Company

Advertising is one of your primary tools in selling to business and industry. *Concentrated* in McGraw-Hill publications serving your primary markets, it speeds your salesmen over the preliminary steps, allows them more time for selling. Your McGraw-Hill representative will gladly furnish additional evidence of buying action among more than a million key men in business and industry who pay to read McGraw-Hill magazines.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

3 Create Preference | **4** Make A Proposal | **5** Close the Order | **6** Keep Customers Sold

More Advertising Here — Means More Sales Time Here

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Snow Crop Boosts Thurman

A. J. Thurman, formerly western regional sales manager, has been appointed director of sales for the Snow Crop division of Minute Maid Corp., Orlando, Fla. He succeeds Edward H. Coale, who has resigned to become sales vp of Seabrook Farms.

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Mexicana Airlines Boosts '60 Ad Budget 20% to $370,000

MEXICO CITY, Dec. 30—Mexicana Airlines, Mexico's leading international air carrier, will increase its 1960 advertising budget by 20% and use a full-color, page ad in the Jan. 25 issue of *Life* to announce its new "Comet" jet service between here and Los Angeles.

Mexicana, affiliated with Pan American World Airways, has just invested $14,000,000 in three new DeHaviland jets, which will cut flight time between Mexico City and Los Angeles to three hours and 15 minutes.

"Starting in February," Hernan Robleto, Mexicana's advertising director, said, "all of our advertising will concentrate on our new jet service."

■ The company's advertising, handled in the U.S. by Wendell P. Colton Co., New York, covers three major U.S. marketing areas and Cuba. The 1960 ad budget is expected to approximate $370,000.

Mexicana's advertising efforts are split three ways, with approximately 60% of the budget devoted to U.S. media, 15% to Havana and domestic Mexican media and the remaining 25% to ad material prepared by Mr. Robleto's staff of 10 in Mexico City.

Colton utilizes the services of Pitluk Advertising Co., San Antonio, for advertising in Texas, while the Mexico City office of D'Arcy Advertising handles Cuba and Mexico promotion.

"Mexicana," Mr. Robleto explains, "has been using advertising for 35 years, or ever since we started in business. The ad budget for our first year was $1,000 and in 1960 it will be the highest in our history."

■ In Mexico, Mr. Robleto told ADVERTISING AGE, "we have found newspapers to be the most effective medium, inasmuch as magazine circulation here is low, compared to that of newspapers, and there are too few television stations to justify concentration in that medium.

"The same is true in Cuba," Mr. Robleto continued, "but in the U.S. we have found consumer magazines and trade magazines have proved more effective in developing passenger and cargo business for us."

In addition to ads in *Life*, Mexicana will use 300, 600 and 1,500-line b&w ads in newspapers, and in February will begin using radio as well as trade and other consumer magazines.

Newspapers to get Mexicana advertising will include the *Chicago Tribune*, *Chicago Daily News*, three Los Angeles newspapers—*Times*, *Examiner*, and *Mirror-News*—and the Spanish language *La Opinion*. A page in monotone will also be used in the *Los Angeles Herald-Express*. *Pictorial Living* also will be used.

■ Other newspapers on the schedule include the *San Antonio Light*, *San Antonio Express* and *News*, *Loredo Times*, *Corpus Christi Times* and the *McAllen Monitor* in Texas; the *Milwaukee Journal*; *Minneapolis Star and Tribune*; *Indianapolis News*; *San Francisco Chronicle*, *San Francisco Examiner*, *Oakland Tribune*, *Sacramento Bee*, and the Pacific Coast edition of the *Wall Street Journal*.

Magazines to be used include *Air Cargo*, *ASTA Travel News*, *Interline Reporter*, *Travel Agent*, *Travel Trade* and *Travel Weekly*, and a quarter-page a month in *Air Travel*. In the consumer field, the schedule calls for ads in *Holiday* and *Sunset Magazine*.

"We also are investigating the possibility of using additional U.S. consumer magazines for our jet advertising," Mr. Robleto said, "such as *The Saturday Evening Post* in California and Illinois, and *Esquire* and *The New Yorker*."

■ Mexicana also will promote its new jet service with outdoor advertising in California, Texas and in Mexico City and will use a new 20-minute color spot movie trailer now being prepared, in motion picture theaters throughout Mexico.

A black and white version of this same spot will be used on Mexican television stations. #

Mossman Sosa-Vega
Robleto Patino

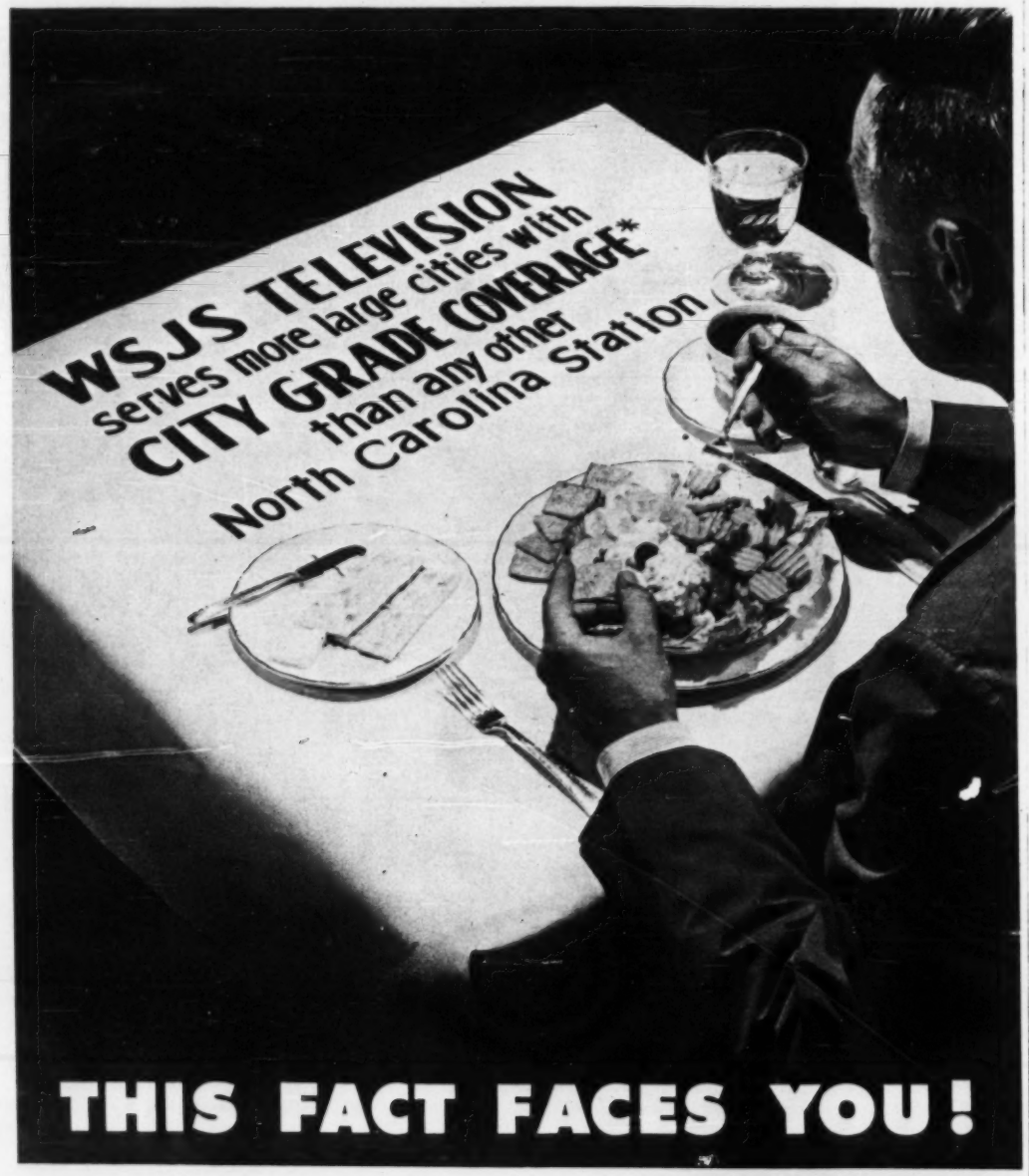
BUSY DAYS—*Alex Mossman, vp of Wendell P. Colton Co., Mexicana Airlines' U. S. agency, discusses the campaign with three Mexicana officials: Hernan Robleto, advertising director; Manuel Sosa-Vega, assistant general sales manager, and Jose Patino, sales promotion manager.*

Peoria Agency Changes Name

Jackson, Haerr, Peterson & Hall, Peoria, has changed its name to Hall, Haerr, Peterson & Harney. Mr. Jackson resigned from the agency in July, 1959 (AA, July 27), to move East. Phil Harney is vp and Peoria manager.

L.A. Agency Changes Name

The name of Honig-Cooper, Harrington & Miner, San Francisco-Los Angeles agency, has been changed to Honig-Cooper & Harrington. Dan B. Miner, formerly partner in the agency, died last year.



PROOF:

WSJS Television's *City Grade* coverage saturates fourteen cities, each with over 6000 population, in North Carolina's biggest Metropolitan market. These fourteen cities are located in the rich industrial Piedmont—North Carolina's first market buy with WSJS Television.

WSJS television
Winston-Salem / Greensboro
MST

NBC CHANNEL 12
Headley-Reed, Reps.

Campbell Soup Buys Kia-ora in Australia

CAMDEN, N.J., Dec. 29—Campbell Soup Co. will purchase the food business of an Australian company, Kia-ora Industries Ltd. of Melbourne, through a newly-formed Australian subsidiary.

Kia-ora processes convenience foods and sells its products in Australia and New Zealand. The purchase consists principally of processing facilities and inventories located at Bendigo and Prahran, a suburb of Melbourne. The purchase price is approximately $2,200,000, to be paid in cash.

The agreement does not include Kia-ora's container and paper businesses. In the 1959 fiscal year, sales volume for the food business of the 50-year-old Australian company was estimated up to $10,000,000. #

Milestone at F&S&R: Vp Force Soars Over 50 Mark

Fuller & Smith & Ross named seven vps at a year-end meeting of the board of directors. New vps are Edward Bodensiek and Irwin C. Roll of the New York office, H. V. Loesch of the Cleveland office and Norval LaVene, Frank McKibbin, Donald McKenzie, H. O. Nelson and A. Hayes Busch of the newly-acquired Los Angeles office (AA, Dec. 7). This brings the vp complement at the agency above the 50 mark.

T. L. Stromberger, senior vp in charge of the Los Angeles operation; Charles Skade, senior vp-administration, and Hugh Redhead, vp in charge of the Pittsburgh office, were elected to the board. Edward Ruppe of the Cleveland office was named secretary of the board. Other promotions included Bernard G. Rasmussen, formerly broadcast media manager, to associate media director, William Olson an account executive and Ned Tolmach and Joel Frankfort associate account executives.

King Leaves JWT for Grocer

Henry King, formerly a grocery marketing executive at J. Walter Thompson Co., has joined Quaker City Wholesale Grocery Co., Philadelphia, as exec vp and general manager.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration: sample plan starts 50 new companies every month . . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Die Foote, Cone & Belding GmbH
Werbung und Marketing
hat in Frankfurt am Main
ihre Tätigkeit aufgenommen

FOOTE, CONE & BELDING GMBH

CLIENTS WANTED—*Foote, Cone & Belding's new Frankfurt office, which took to full-page newspaper ads to attract employes (AA, Oct. 26), ran a $1,920 full-page ad in the Frankfurter Allgemeine to announce to potential clients the services it offers.*

11 Advertisers Use 14-Page Ad to Tell of National Defense

NEW YORK, Dec. 29—What is reportedly the largest cooperative advertising effort on behalf of current national defense developments broke in the Dec. 28 issue of *U. S. News & World Report* as a four-page gatefold insert and center spread. The complete 14-page insert will also appear in the Jan. 15 issue of *Aviation Week*.

The complete U. S. missile arsenal with appropriate equipment for handling, telemetry and guidance is pictured in color inserts to provide illustration and information on the capabilities of 11 major companies.

The advertisers are Aircraft Armaments Inc.; Burndy Corp.; Cook Electric Co.; Eastern Industries Inc.; Fairchild Camera & Instrument Corp.; Flexonics Corp.; High Standard Mfg. Corp.; Monsanto Chemical Co.; Philco Corp.; Titanium Metals Corp. of America and Torrington Co.

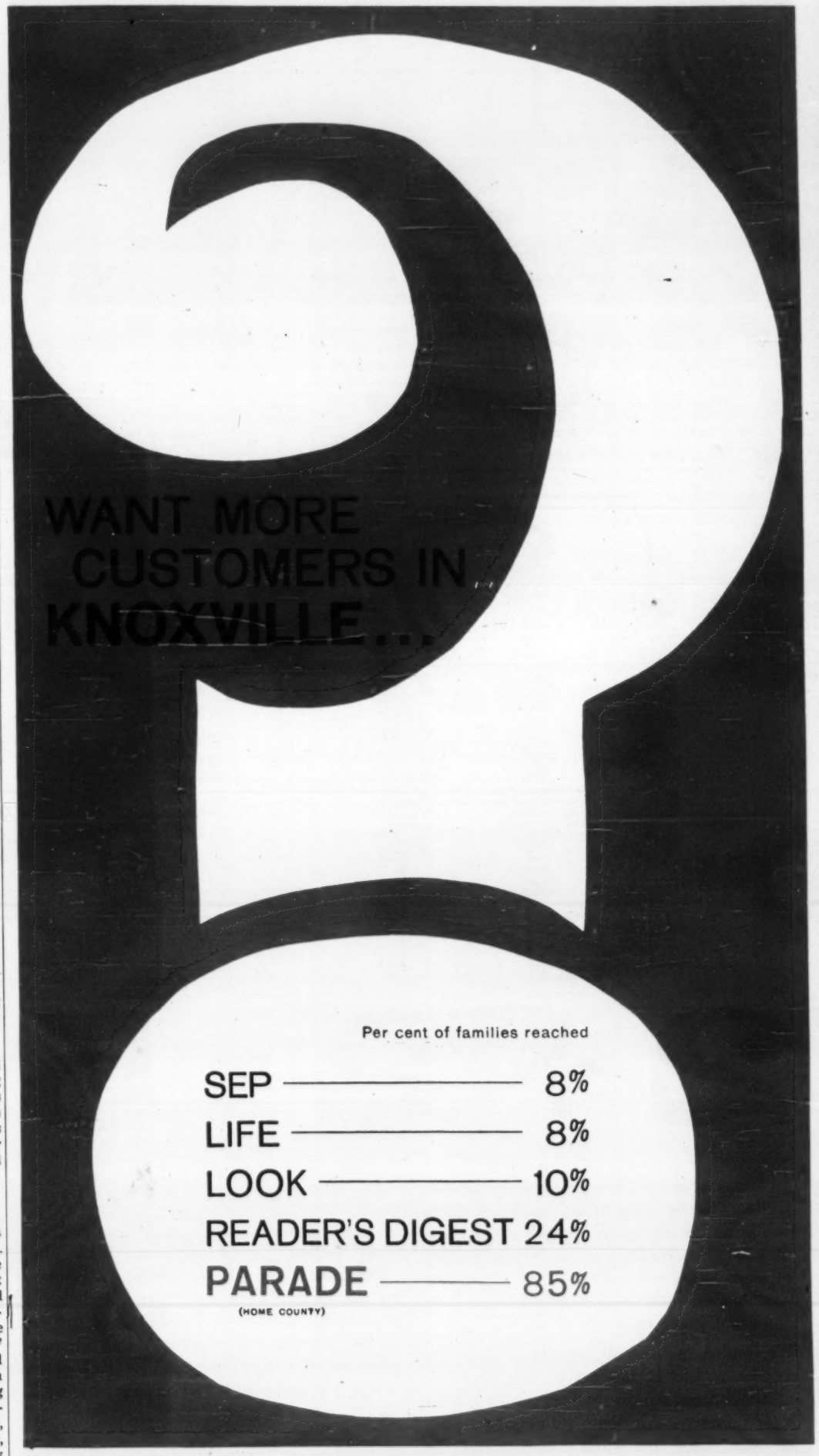
■ The program was conceived and executed by Remsen Advertising Agency, New Haven, Conn. It is reportedly unprecedented both in number of cooperating advertisers and number of pages to appear consecutively on a single industrial subject. #

New Edition for Handbook

The 1960 edition of the *Madison Ave. Handbook* has been published. This is the fourth edition of the handbook, and the first time that it has carried advertising and been printed by letterpress. Designed as a diary-directory "for the New York art director's world," the handbook lists addresses and phone numbers of companies in 17 categories including advertising agencies, art supply houses, photographers, fashion show houses, talent agencies, props and rentals, etc. The main section is on New York City, but smaller listings cover Chicago, Detroit and Miami. The back of the book includes an appointment calendar with a daily expense record. The publisher is Peter Glenn, 444 E. 52nd St., New York. Price is $4.

Tung-Sol Promotes Two

Harold F. Cook has been named sales manager and Robert E. Bilby has been appointed advertising and sales promotion manager of Tung-Sol Electric Inc., Newark. Mr. Cook, with the company 25 years, was most recently manager of marketing services. Mr. Bilby has been supervisor of sales analysis of Tung-Sol since April.



The things people of Knoxville read about in the Knoxville **NEWS SENTINEL** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Scripps-Howard

PARADE...The Sunday Magazine section of strong newspapers, coast to coast reaching 10 million homes every week.

Agency Names Burt Hoffman

Burt Hoffman has joined Loewy Stempel Zabin Inc., New York, as grocery product marketing consultant. He is vp, Sidbert Food Stores Inc., a voluntary chain of 20 supermarkets in metropolitan New York.

MUSIC TO ADVERTISE BY

RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS

Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude

SAMPLE SHOWCASE UPON REQUEST

Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool

BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952

CLIENT BOOST—*Leon McFadden, creative director, Advertising Agencies Inc., Los Angeles, has himself hoisted on a crane to get photo of poster put up by his agency, in line with its idea that agencies should advertise, too. The two below are Lee Hamilton and Tom Holloway, vp and president, respectively, of Holloway Outdoor, which put up the sign.*

Adell Chemical Sets $13,500,000 Ad Budget for '60

(Continued from Page 3)

pre-measured packet, is now getting the saturation tv treatment in most of the Lestoil trading area. This video campaign, which shows a housewife demonstrating the proper technique for putting Lestare in the washing machine, got into full swing about four weeks ago.

Adell has used radio in a handful of markets in the past, and newspapers have been scheduled from time to time to meet specific market needs.

The first major market saturation radio campaign will break early in January on WAKY, Louisville. There will be 100 spots weekly; half will be minutes and half 30 seconds. Jingles will be combined with ad lib commercials by the station's personalities. The Louisville newspaper schedule will continue.

Lestoil has been out of tv in Louisville—a two-station market—for the last couple of months. The time rates were too high for Lestoil to buy the kind of run of schedule saturation desired, so the company pulled out of the market, Mr. Eskenasy explained.

■ In the past Lestoil has pulled out of a few other tv markets as a result of rate hassles, but all those markets—except Louisville—have since been reinstated on the schedule.

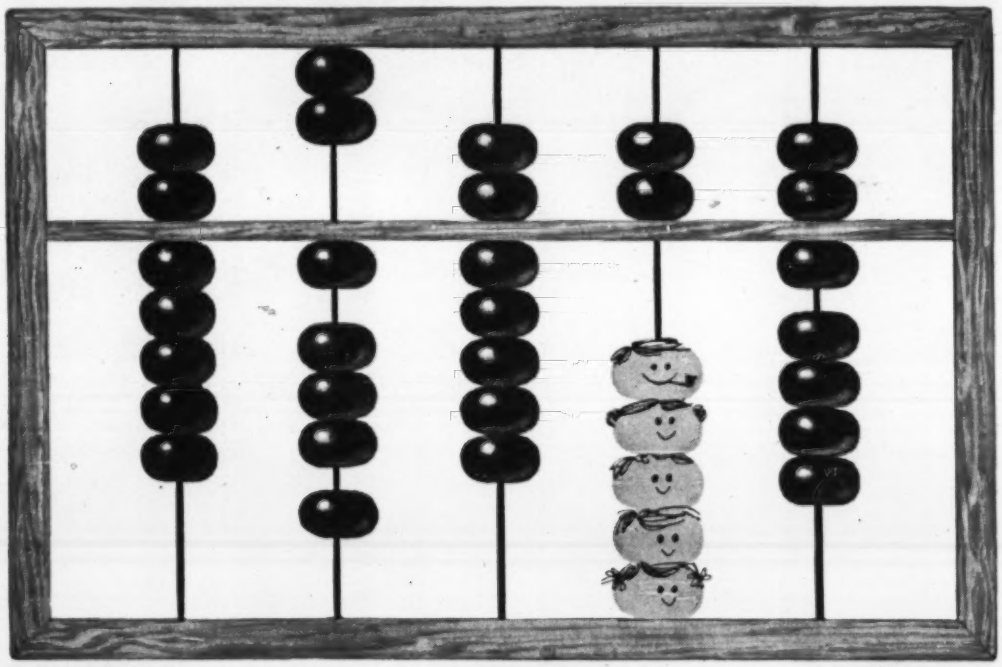
Jackson Associates, which handles Adell's advertising, is not free to recommend a complete overhauling of the Lestoil advertising approach—even if it wanted to. There are too many tv contracts outstanding. Lestoil has made a practice of buying tv on a 52-week basis. These contracts will expire in various markets from January through September.

Will there be any other products to join Lestoil, the all-purpose detergent, and Lestare, the newcomer, in the Adell Chemical family in 1960?

The answer to that question, according to Mr. Eskenasy, is yes, but he won't give any clues as to what they are or precisely when they can be expected on the retail shelves. #

Standard Motor Names Three

Standard Motor Products Inc., New York, has expanded its advertising staff with the addition of Norman Brust as director of creative activities and public relations, Thomas Lauricella as head of printed matter production and Frank Stackholdt, who will prepare catalog and technical service material. Mr. Brust was formerly with Smith/Greenland Co., New York; Mr. Lauricella was formerly with the promotion department of St. Johns University, and Mr. Stackholdt formerly worked with a U. S. government agency.



2 + 2 = 5 (now)

Impossible?

In terms of arithmetic, perhaps, but not in terms of advertising. Take the subscribers to TODAY'S HEALTH. They total over 688,000. But each issue is also on display in the waiting rooms of 140,000 physicians—where an estimated 40,000,000 patients can see it every month.

We don't say they all read it . . . but the important fact is your advertising receives millions more exposures than is indicated by counting subscribers. Thus, two plus two *can* equal five when you consider the tremendous PLUS READERSHIP of TODAY'S HEALTH in doctors' reception rooms throughout America.

TODAY'S HEALTH delivers a unique audience—selectivity in mass—is the "class" magazine where you sell millions of readers whose primary interest is high standards of health and living. If your product ties in, it will have a powerful appeal to this audience—and they see your T.H. advertising at the moment when buying interest is at its peak.

There's sales magic in the word "health." TODAY'S HEALTH is your outstanding medium to build sales in this important market.

Today's Health

Today's Health is published by the American Medical Association for the American Family

535 N. Dearborn St. Chicago 10, Ill. WHitehall 4-1500 | 474 Fifth Ave. New York 17, N.Y. ORegon 9-9383 | Whaley-Simpson Co. 6608 Selma Avenue Los Angeles 28, Calif. HOllywood 3-7157 | Whaley-Simpson Co. 700 Montgomery St. San Francisco 11, Calif. SUtter 1-4583

Million Market Newspapers' Sales Staff Shapes Up

(Continued from Page 3)

Call's); Robert Allen and Charles Seiler (*St. Louis Post-Dispatch*); George Lewis (*Sports Afield*); Jack Slattery (*Philadelphia Bulletin*, Chicago). Bob Rowden, who has been the *Post-Dispatch's* Chicago manager, will be acting manager of the office.

■ Detroit—Brian Van Mols (O'Mara & Ormsbee).

Los Angeles—Robert Reiff (*American Home*), manager; James Pound (Moloney, Regan & Schmitt).

The San Francisco office will be located at 111 Sutter St. No personnel have yet been named.

■ Here's the corporate setup for Million Market Newspapers. Robert L. Taylor, president and general manager of the *Philadelphia Bulletin*, chairman of the board; Robert K. Drew, vp and business manager of the *Milwaukee Journal*, vice-chairman; William B. Carr, president; F. Bourne Ruthrauff, vp; John I. Taylor, vp of the *Boston Globe*, treasurer; William Davis Taylor, president of the *Boston Globe*, assistant treasurer, and Godfrey W. Kauffmann, vp and advertising director of the *Washington Star*, secretary.

The board of directors, headed by R. L. Taylor, includes Charles T. Detweiler, vp and director of advertising of the *Philadelphia Bulletin*; Irwin Maier, exec vp and publisher of the *Milwaukee Journal*; Mr. Drew; W. D. Taylor; John Reid, advertising director of the *Boston Globe*; Frederick F. Rowden, vp and advertising director of the *St. Louis Post-Dispatch*; Charles J. Hentschell, vp and business manager, *St. Louis Post-Dispatch*; Crosby N. Boyd, vp and treasurer, *Washington Star*, and Mr. Kauffmann. #

NYU Offers Ad Course

A weekly survey course in industrial advertising will be offered by New York University's division of general education from Feb. 25 through May 20. The class, to be held Thursday evenings, will be instructed by Benjamin S. DeYoung, assistant coordinator of advertising of U.S. Industrial Chemicals Co.

Design Organizations Merge

Two industrial design organizations, Ernst Ehrman Associates and George Reiner Associates, have merged to form Ehrman & Reiner, with offices at 212 Fifth Ave., New York. Mr. Reiner is president of the new company, Mr. Ehrman is secretary.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

WILLIAM S. WADDELL, *former publisher of the Lake Worth Leader, has been named advertising manager of the Independent, St. Petersburg, Fla.*

Olszewski Named New President of Klemtner Agency

(Continued from Page 3)

and working nights. He got his first introduction to advertising from a teacher who taught at the art school at night and was ad director of a lamp manufacturer during the day. He hired Steve to do paste-ups and mechanicals.

In 1942, shortly before Steve went into the navy, Paul Klemtner started his agency in Newark. For the previous 10 years Mr. Klemtner had been a management consultant to pharmaceutical companies.

The agency started with a staff of eight, including Mr. Klemtner and his wife. Steve was the first artist hired.

Three of the agency's original accounts—Central Pharmacal Co., Seymour Inc., Endo Labs, New York, and Charles E. Frosst & Co., Montreal (the largest pharmaceutical company in Canada)—are still clients.

■ Mr. Olszewski returned to the agency in 1946 after his discharge from the Navy. He became successively art director, account executive and vp. He was appointed exec vp in 1957.

He is currently head of the agency's plans board and director of account services. In addition, he supervises two of the shop's three largest accounts—Pfizer Laboratories and Endo Labs (the other one is Ayerst Laboratories).

The Klemtner agency now has a staff of 60 and is approaching the $5,000,000 billing level.

In his off hours, Steve has continued to paint, winning prizes in competitions in New York and New Jersey. More than a dozen of his water colors adorn the walls of the Klemtner agency.

Today, most of the Olszewski paintings depict the countryside around Newport, R.I., where he was stationed during the war. He now has a country home there.

■ Steve has sold paintings but he tells friends that one of his greatest satisfactions came from a fund-raising venture conducted by his Congregational church in Glen Ridge, a suburb of Newark. He is a deacon of the church and several years ago he agreed to do paintings of members' homes, for $100, with all the proceeds to go to the church.

The idea netted the church $900. One of the nine paintings was of Paul Klemtner's home. Mr. Klemtner is mayor of Glen Ridge. It took Steve a year and a half to complete the nine paintings and he wants to make one point clear: "I won't do any more paintings for $100. That price is no longer in effect."

Steve insists that the "real partner" in his family is his wife, the former Martha Thomas, whom he met at the Newark School of Fine Arts. Mrs. Olszewski has also exhibited water colors at local galleries and she teaches adult painting classes. Steve says, however, that she is too busy with her family to devote as much time as she should to her painting. The Olszewskis have two teen age girls, Alexandra and Krysia. #

Intec Makes Changes

Intercontinental Electronics Corp., Mineola, N.Y., has named Leonard Goldman, with Intec since March, 1956, to head a new marketing department which consolidates domestic marketing and sales activities.

Mottershead, Hering Named

James F. Mottershead, vp and secretary of Medical Economics Inc., Oradell, N.J., publisher, has also been named treasurer. The company also named Oscar Hering comptroller.

FROM COMICS TO CATALOGS!

...for PENNIES...in FOUR COLORS!

More and more production and advertising men all over the country make Pioneer their first—and last—call for fine quality large quantity printing.

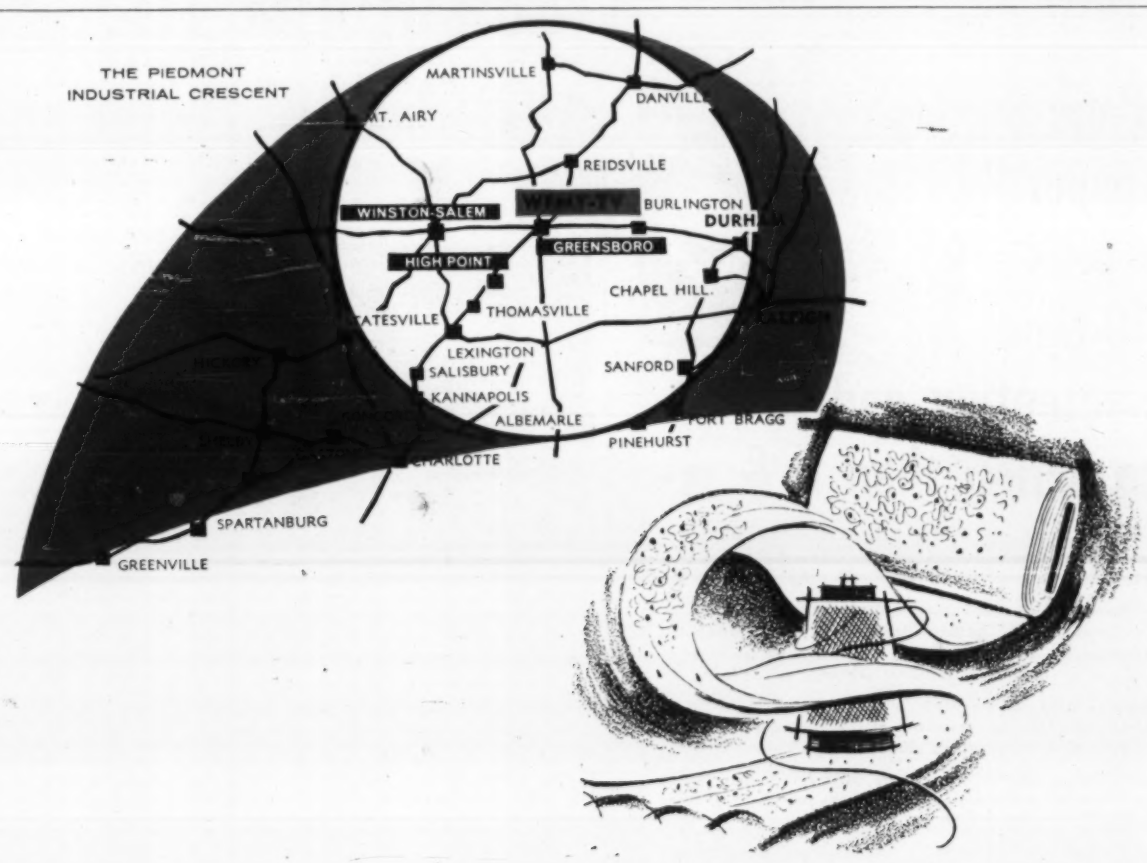
- CATALOGS
- CIRCULARS
- FLYERS
- COMIC BOOKS
- BROCHURES
- THROW-AWAYS

Send us your next job for a quick—accurate estimate . . . or let us consult with you and save you money from the very beginning.

PIONEER PUBLISHING

PIONEER PUBLISHING CO.
100 So. Kenilworth Avenue, Oak Park, Illinois
Mansfield 6-3800

ROTARY LETTERPRESS PRINTING



the **TEXTILE** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's expansive textile industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

Creative House Moves

Creative House, Chicago agency, has moved into its own building at 41 E. Oak St.

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $30.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

Gaines vs. Purina Battle Looms for Dog Food Market-Share Ascendancy

(*Continued from Page* 1)

to its regular schedule. Ads ("Purina Dog Chow . . . and how") will show a dog licking his chops. They will offer coupons worth 10¢ against the cost of the package.

■ To push Gravy Train (small nuggets of food coated with a concentrate that turns to gravy when mixed with warm water), General Foods will use four-color ads in newspaper supplements; network and spot tv, magazines and b&w newspaper insertions. It also plans a sampling operation aimed at reaching half of the nation's 18,000,000 dog-owning homes with 8 oz. samples.

Ad copy will stress that Gravy Train is the "only dog food that makes its own gravy right in the bowl." Ads will illustrate how, with the addition of warm water, "gravy happens" in 60 seconds.

Gravy Train was developed about three years ago, according to Phillip J. Hoffman, GF product manager, after "we recognized that an opportunity existed for a commercial dog food that not only completely satisfied the dog, but one which completely satisfied the owner as well."

Mr. Hoffman added that "many people tend to give their dogs human attributes" and that Gravy Train will appeal to them because it "actually looks more like a beef stew than just a dog food."

■ Gravy Train will push off in the East—north of Raleigh, N. C., and east of Detroit. It will go into other regions later, the company said, with national distribution expected before the end of the year. It will be sold in 2 lb. boxes, and in 5 lb. and 25 lb. bags. The box will retail at 35¢ to 39¢. The 5 lb. bag will sell at 73¢ to 79¢ and the 25 lb. bag at $2.99.

Benton & Bowles is the Gravy Train agency.

GRAVY TRAIN—*This ad, in four colors, will be used in Sunday supplements by the Post division of General Foods in introducing a new Gaines dog food product, Gravy Train, which makes its own gravy. A "multi-million dollar" campaign will be launched later this month.*

PURINA PUSH—*Ralston Purina Co. will use this four-color page in Sunday supplements as a part of a new campaign to hold its lead in the $117,000,000 dry dog food market. Announcement of the special drive coincides with that by General Foods of a new dog food, Gravy Train, with a "largest ever" ad budget.*

Ralston Purina will kick off its Dog Chow drive Feb. 7, with four-color pages in *Family Weekly*, *Parade* and *This Week Magazine*, and in 26 independent supplements. It also will use two-color spreads in *Chain Store Age*, *Nargus Bulletin*, *Progressive Grocer*, *Supermarket Merchandising* and *Supermarket News*.

There will be Dog Chow commercials on Ralston's four network television shows, "The Rifleman," "John Gunther's High Road," "Leave It to Beaver," and "Cheyenne."

Gardner Advertising Co. is handling the Dog Chow operation.

■ According to Nielsen figures, Purina Dog Chow and Gaines meal are the leaders in the dry dog food market, together accounting for more than 41% of total national dollar sales and 60% of dry dog food poundage.

After achieving national distribution in April, 1957, Dog Chow captured 14.8% of total sales by December of that year. Gaines, meanwhile, was holding onto 22.8%.

Since then, Purina's market share increased, while Gaines' declined. Purina passed Gaines in August, 1958, with 20.8% to 20.7% in total sales. By Oct. 1, 1959, Purina had 26.7% of the market, and Gaines had dropped to 14.8%.

Friskies, made by Albers Bros. Milling Co., a subsidiary of Carnation Co., remained in third place during this time, with 10.1% of the market in December, 1957 and 8.3% in September, 1959.

On a poundage basis the figures show that Purina moved from 20.7% to 39.1%; Gaines from 32% to 21.6% and Friskies from 14.2% to 12.1% over the same 22-month period.

■ Since 1950, a Gaines spokesman said, total grocery sales in pounds have increased 51%, while dog food sales in grocery stores have jumped 78%. Dollar volume of grocery sales is up 67% since 1950, while the dollar volume of dog food sales in grocery stores increased 72% in the same period. By 1955 dog food dollar volume exceeded that of all toilet soaps, or all prepared foods, or all baby foods.

The increase in commercial dog food sales was attributed to (1) an increased dog population—a gain of 30% between 1947 and 1958, to more than 26,500,000 dogs in all; (2) a greater awareness among dog owners of their pets' need for nutritionally balanced foods; (3) the lack of table scraps resulting from the acceptance of "portioned-controlled" convenience foods and (4) an increase of purebred dogs and the resulting investment they represent to dog owners.

Today dog owners spend $350,000,000 on all types of commercial dog food, according to Gaines. And while the total dog food business has increased 78% since 1950, sales of dry dog food products have increased 170%. In 1959 they accounted for 33% of the total dog food market. #

Full Page Newspaper Color gets 3 to 10 times more retention and buying action than b & w-

An Atlanta, Ga., bank reports that 3 times as many people read the bank's home loan newspaper advertisement in color as in b & w.

The Milwaukee Journal reports that color increased men's readership by 67 percent, while women's readership increased by 44 percent. Retention figures 5 days after publication: men, 125 percent; women, 67 percent.

In Shreveport, La., a new beer was purchased in 88% of the homes receiving the newspaper carrying the beer's exclusive full-color introduction campaign.

The slick-paper magazines today get the advertisers' big money because they have proved the superior selling power of 4-color advertising—

and can guarantee accurate register, beautiful reproduction and strong development of impulse buying.

You can get a bigger share of the advertiser's budget for 4-color newspaper advertising by assuring the same hairline register, the same striking reproductions, the same sales-making action from readers—

if you depend upon the new Certified Blue Ribbon CC Mat that eliminates the hazards of double stereotyping . . . stops faulty register . . . and ends image distortion on the 4-color printed sheet.

Certified Blue Ribbon CC Mats are molded by direct pressure and baked on the form. They go directly into the newspaper casting box for as many final curved casts as desired—each cast true to the original plate specifications.

A Blue Ribbon Mat for every advertising need

Blue Ribbon Mats for color or monochrome rendering assure depth, clarity and freedom from shrinkage. They have a long record of preference in magazine and commercial work. In newspaper work, five different types of Blue Ribbon mats offer every combination of sensitive base and facing needed for special conditions. Consult your mat molder or communicate with

Certified Dry Mat Corporation
555 Fifth Ave., Dept. D, New York 17, N. Y.

Certified BLUE RIBBON MATS

If you sell general merchandise in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon General Merchandise Sales $247,116,000—1958.

KVAL-TV Eugene NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4 Satellite

Computers Will Aid Agency Market Task, Spanish Admen Hear

WASHINGTON, Dec. 29—A group of visiting Spanish advertising and marketing experts ended a three-week U. S. tour here at a "workshop" where a Washington agency president told how electronic computers will help agencies pinpoint the markets for clients' products.

In another five years, or even less, according to Robert M. Gamble, president of the agency which bears his name, computers will make it possible to predict the life span of a new product and the profit it will yield over its entire life. He cautioned, however, that the effectiveness of computer operations will be only as good as the information which is available.

Before visiting the offices of the Gamble agency here, the visiting group, under the sponsorship of the International Cooperation Administration, had toured industrial and marketing companies in many parts of the country.

■ At the Gamble agency, the visitors were given a run-down on agency methods. The agency's presentation included a case history from the time the Manhattan Laundry account was solicited until newspaper ads began to appear. The client participated to explain his reason for selecting the Gamble agency.

In his remarks to the visitors, Mr. Gamble stressed that agencies must be concerned with more than an advertising message if they are to help the client sell goods profitably. "It must know what the client's marketing objectives are; the characteristics of the product, by itself and in comparison with competitive products, the share of the market its client's brand has, who buys its client's product, what the consumer is like, to what appeal is the consumer most susceptible, why does the consumer buy the product at all?"

With adequate information to support the use of electronic computers, he said, "We should be able to determine the most profitable point on the demand curve, we should be able to know how much money we should spend in a given year on marketing and advertising of a product, where an entire line would yield the most profitable results and what combination of sales, marketing and advertising effort should be used to be most effective and efficient."

Bergmann Forms Company

Filmex Inc. has been formed for the production of tv film commercials, with offices at 339 E. 48th St., New York. Robert Bergmann, formerly vp at Transfilm-Caravel, has been named president of the new company. Wylie Adams, previously an account executive and production coordinator at Transfilm-Caravel, is vp for client relations and service.

'Newsweek' Names Kane VP

Charles E. Kane, advertising director of *Newsweek* since 1958, has been elected a vp of the company. He will continue as advertising director. Ted G. Young has been named manager of the Detroit sales office of *Newsweek*, succeeding Hoyt (Red) Metzger, who is retiring.

Spielvogel Joins McCann

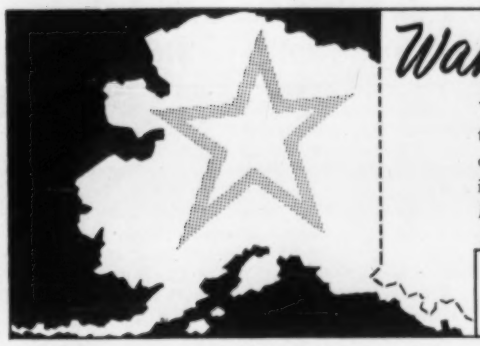
Carl Spielvogel, advertising news columnist of the *New York Times* for the past three years, will join McCann-Erickson, New York, on Jan. 11 as corporate public relations director. He will assist Robert I. Elliott, vp in charge of corporate information services.

Richmond Newspapers Boosts Alan Donahoe, James Stott

Alan S. Donahoe, formerly vp of Richmond Newspapers, has been named exec vp of the company and assistant publisher of the *Richmond Times-Dispatch* and the *Richmond News-Leader*. James L. Stott, a vp of the company, has been promoted to vp and general manager.

Montreal Club Marks 50th Year

The Montreal Advertising & Sales Club celebrated its 50th birthday Dec. 18.



Want to Sell—FAIRBANKS?

Your ad in *The Fairbanks Daily News-Miner* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Anchorage Daily Times* and *The Ketchikan News*.

REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

ONE OF A SERIES

THE WAY TO SELL ADVERTISING IS TO SELL MERCHANDISE —NOT ADVERTISING

of possible interest to companies considering changing advertising agencies

This advertising agency was started out in the country where the people are. It had about as much glamour appeal as a cow bawling to be milked. City men used to shudder almost visibly at the thought of having a bunch of farmers handle their advertising. They got over it. We never did. To get business in the beginning we just plain had to come up with powerful plans to sell merchandise rather than advertising. We still feel that we must.

Some of America's best known companies bought our plans and ideas, a little to their surprise and greatly to ours. We watched example after example build up in our case history file that showed that by thinking first of how to help dealers, distributors and representatives sell goods we ended up with a considerable amount of advertising to place, as part of over-all sales promotion campaigns. We came to the deep belief that the way to build an agency was to sell merchandise.

This sort of thinking brings some rather odd recommendations. We told one company to quit advertising and try a different method of distribution. It increased their volume $10 million dollars. We used maps to show an executive who was rather proud of being a consistent national advertiser that he was wasting 40% of his money on national media, and recommended that he use sectional media and more sales promotion. His sales shot up.

Recommendations were made to several companies that they reduce their consumer advertising and spend more of their money advertising for salesmen or to dealers. It paid off. One fellow selling his product through distributors we advised to stop advertising immediately when we came on the scene, until all of us could find out whether farmers or contractors were buying his machines from his outlets (he didn't know). Which meant that the publications being used had been selected by guess. One chap sent for us from some distance away to ask advice on marketing a product. We made a survey at moderate cost, advised him the product would cause FTC trouble and to forget it. He didn't and it did.

One company with an urban board of directors appropriated $500,000 to spend in city mediums building their "corporate image". We took a firm grip on our courage and pointed out that their dealer organization was somewhat sick and in need of help and suggested that less than half that sum in farm papers and the balance in dealer sales helps would do more good. And another client set up a special $40,000 fund to dispose of an overstocked, overpriced machine. Investigation revealed that repeated previous efforts to sell the stock through advertising had failed. We believed that $40,000 spent as a $10 per machine reduction would do more good. The money was so spent. The machines moved.

The point is—if we don't hamstring ourselves by subservience or selfishness—and if we resist having you dictate our every move, we can take full advantage of all of the marketing and sales promotion people we've gathered together from all over the country and stretch your advertising dollars so you can get more sales out of a given sum of money.

Our methods may at first seem to over-emphasize the importance of dealers, distributors and representatives but we have been getting results for our clients and that is what counts.

THE BIDDLE CO.
Advertising and Sales Promotion

CHICAGO, ILL. Financial 6-9340 · BLOOMINGTON, ILL. 7-6036 · KANSAS CITY, MO. Valentine 1-0851 · DES MOINES, IA. Cherry 4-9154

P.S.

This series in Ad Age has surprised us greatly. Literally thousands of people mentioned the ads verbally. Over 300 letters of comment were received from all over America, many of them from strangers. Dozens of clients spoke of seeing them. In many places where our men called seeking business the name of our company was noticably more familiar. We admit, wryly, that one prospect almost to the "yes" stage dropped us because our copy revealed an infusion of Main Street that was not in harmony with his idea of what an advertising agency should be. We cannot say honestly that any account came in because of the ads, yet something gave an impetus to our normal rate of growth. Nine new accounts were acquired this year. In Chicago we doubled our volume and staff, and have taken over an entire building. Volume in Des Moines went up over $500,000. We bought a new 30,000 square foot building in Bloomington and increased the staff and volume 20%. By George—this advertising really pays, doesn't it?

Our volume will approximate $12,000,000 in 1960 and will be about equally divided between consumer, industrial and agricultural advertising. We use a fleet of 3 airplanes to service 60 clients from Nebraska to New York and Kentucky to Minnesota.

Ward Acquires Bell Bakeries

Ward Baking Co. has acquired Bell Bakeries, Ft. Pierce, Fla., baker of Dandee bread, with annual sales volume of approximately $11,000,000 and distribution in Florida, North Carolina and Illinois. Caples Co. has been handling Dandee advertising. Grey Advertising Agency has the Ward account.

WTRF-TV STORY BOARD

A father had been lecturing his young son about the evils of staying out late at night and getting up late in the morning. "You will never amount to anything," he continued, "unless you turn over a new leaf. Just remember, it's the early bird who catches the worm."

"How about the worm, father?" inquired the young man. "Isn't he rather foolish to get up so early?"

"My son," replied the father solemnly, "that worm hadn't been to bed all night. He was on his way home."

● Having the right answer for what you're trying to sell is important, especially when it can be based on good logic. The *logistics* of this rich and busy *Wheeling Market* account for 2 MILLION PEOPLE with over 2½ BILLION DOLLARS annual spendable income. Retail sales figures for this 36-county area dominated by WTRF-TV show that these folks spend exactly $1,725,286,000 annually . . . almost 2 billion dollars! That's spending. Are they buying what you have to sell? It can be arranged . . . ask George P. Hollingbery for specifics. Merchandising? Videotape? Yessireel

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Newspaper-like Circulars Growing in Use; Annual Volume Pegged Above $15,000,000

NEW YORK, Dec. 30—The newspaper-style circular is being more widely used as an advertising medium. Specialists in the field believe the current national volume is in excess of $15,000,000 annually.

Usually printed on newsprint stock, in either tabloid or standard newspaper size, most circulars are designed to attract store or shopping center traffic. Generally, circulars contain advertising matter only, but there is a growing tendency to include editorial matter, such as household hints and recipes of interest to housewives.

Much circular advertising is handled by commercial printers, but many newspapers print advertising circulars in their job shops for distribution either as supplements in daily or weekly newspapers, or for separate distribution.

■ There are also a number of specialists in production and/or distribution in the field—City News Printing Corp., Stamford, Conn., an associate of Schneider Press, New York; Advertising Distributors of America; Reuben H. Donnelley Corp.; Pioneer Publishing Co.; I. S. Berlin, and Tillman-Lennett Distributing System, which operate nationally, are only a few.

The list of users is varied and numerous. Many of the 3,000 shopping centers throughout the country rely heavily on the medium to attract customers. The chains—food, drug and variety—are regular users. And the legion of independent retailers are consistent users of circulars for special reasons, special sales and inventory clearances.

■ Mealy Rosenberg, president of City News Printing Corp. and vp of Schneider Press, is convinced that newspaper circulars have improved to a marked degree in recent years.

"Layouts are better, more open, and there's better use of white space," he said. "Now nearly everybody uses at least one color in addition to black. Some use four colors, and others print on colored stock, usually for the slip sheet, or for the front and back covers."

Mr. Rosenberg attributed the increasing popularity of newsprint circulars to economy, since newsprint is less expensive than coated stock, to better readership because nearly everyone reads newspapers, and to flexibility of distribution methods.

"For example," he said, "a chain with outlets both in congested city areas and outlying suburban areas can use hand deliveries to get copies to apartment houses in the city, and mail deliveries for suburban coverage.

"Costs, depending on various factors, run about $12.50 to $18.50 per thousand for the messenger deliveries in the city, and about $22 to $25 a thousand for postage, plus handling, for suburban distribution."

■ William Greenfield, president of Advertising Distributors of America, attributed the increased use of newsprint circulars to the opportunity the medium gives advertisers to pinpoint particular areas.

Through its two divisions, Federal Distributing Corp. and Federal Mailing Corp., ADA handles both mail and hand deliveries of circulars for a long list of clients. The organization also provides information on the buying power of specific markets throughout the country. As a result of having coordinated its services, ADA reportedly has increased its distribution of circulars 50% during the past two years.

Two affiliated groups, Circular Advertising Service and Merchants Advertising Service, specialize in all phases of shopping news production, promotion and distribution. They serve about 60 clients, among them shopping centers, merchants' associations, chambers of commerce, chains and independent retailers.

Among the clients of Merchants Advertising Service, for example, are the Lynbrook Chamber of Commerce, which brings out two issues a year, and the Myrtle Ave. Merchants Assn., Brooklyn.

Almost all of the Merchants Advertising Service circulars are tabloids, printed in black with an extra color, usually red, and running from 12 to 32 pages.

In many instances, the shopping news type of publication is produced independently by the sponsoring organization, which acts as entrepreneur in lining up advertisers from the ranks of business companies in the area, and arranging for makeup, printing and distribution.

■ An example is the *Banner*, Roosevelt Field, N.Y., which carries news and material of interest to homemakers, photographs and news items, as well as advertising. It is now in its second year, and is issued monthly. The number of pages varies from 12 to 40, depending on the amount of advertising placed by the 70 members of the Roosevelt Field Merchants Assn. Among the members are: American Airlines, Fanny Farmer, Franklin National Bank, Grand Union, Horn & Hardart, Kresge, R. H. Macy & Co., Singer Sewing Machine Center, Thom McAn, Walgreen, Wallach's and Woolworth.

Edited by Mary Stanley, public relations director of Roosevelt Field, the *Banner* is distributed by mail through Advertising Distributors of America with "a rifle rather than a shotgun approach."

One of the troubles, so-called, about the circular-in-newsprint business is that it is something of a "hush-hush" affair, because so much of it is price advertising. Few advertisers will release information about plans in advance of publication, and even after a circular has been distributed, most retailers are loath to discuss results or future plans.

But it is a big and growing business. Statistical data is not available. But estimates indicate that, on a national basis, circular advertising has been increasing at a rate of approximately 10% to 15% during the past three years, and that the national aggregate currently is in excess of $15,000,000 annually. #

Lawrence Joins Buchen

C. R. (Bo) Lawrence, formerly writer for J. M. Callan Co., has joined Buchen Co., Chicago, as a copywriter.

CHEZ BADILLO—*Publicidad Badillo, Puerto Rico's largest advertising agency, has purchased its own building on Roosevelt Ave. in San Juan. The agency, now celebrating its 15th anniversary, will move into the new building early next year. It represents an investment of $250,000 for Badillo.*

Ford Sets Credit, Insurance Operations

INDIANAPOLIS, Dec. 29—Ford Motor Credit Co. has opened the first office here for its broad new plan of service. Other offices will be opened throughout the country.

The company, a subsidiary of Ford Motor Co., Detroit, will not finance retail customers directly, but will offer wholesale and retail finance service to Ford dealers, according to Robert S. Olsen, president of the unit. Retail customers may arrange for service from the dealers.

"Our interest and objective are to make low cost financing available to our dealers and customers," Mr. Olsen said.

Joseph P. Henley, formerly with CIT Credit Corp., has been named manager of the Indianapolis office.

■ Mr. Olsen also revealed that Ford will enter the auto insurance business. The insurance organization, however, will be a subsidiary of Ford Motor Co., rather than Ford Motor Credit Co.

He said Ford dealers will write insurance on cars which bear no loans as well as on financed cars. Details on the insurance subsidiary are expected to be announced soon.

ABP Sets Feb. 19 as Neal Entries Deadline

Associated Business Publications has announced the sixth annual Jesse H. Neal Awards for editorial achievement. Chairman of the judges is Professor Floyd G. Arpan, Medill School of Journalism, Northwestern University.

Entries must be received by the ABP before midnight, Feb. 19. Only ABP member-publications are eligible. Entries must be mailed to Neal Awards, Associated Business Publications, 205 E. 42nd St., New York.

C&W Promotes Frisbie

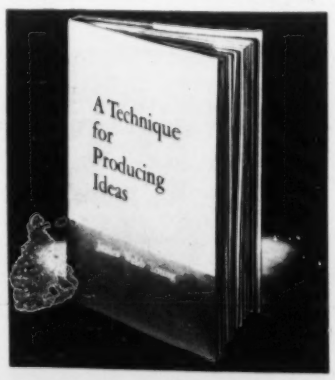
Richard P. Frisbie has been promoted to copy chief of the Chicago office of Cunningham & Walsh—a new position. He formerly was a member of the copy staff.

...today,
ENGINEERS
make the buying decisions!

You reach the "men who know"... 195,000 fully accredited engineers ... in these Engineering Society Publications:

CIVIL ENGINEERING
ELECTRICAL ENGINEERING
JOURNAL OF METALS
MECHANICAL ENGINEERING
MECHANICAL CATALOG
MINING ENGINEERING
CHEMICAL ENGINEERING PROGRESS

A Technique for Producing **IDEAS**



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department

Coming Conventions

*Indicates first listing in this column.

Jan. 17-20. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21. National Business Publications, State of Nation dinner, Sheraton-Park Hotel, Washington, D. C.

Jan. 21. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Jan. 27. Assn. of National Advertisers, Advertising Evaluation Workshop, Hotel Sheraton East, New York.

Jan. 31-Feb. 2. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

Feb. 7-9. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

*Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 7-8. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

*April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

June 5-9. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Channel Master Boosts Co-op

Channel Master Corp., Ellenville, N. Y., manufacturer of tv accessories, hi fi components and transistor radios, has expanded its co-op advertising program. The new campaign provides for promotional allowances on all products, and these allowances will be combined in one general fund for each distributor. All authorized consumer advertising may be charged 100% against the fund.

Two Join Georgia-Pacific

Arthur W. Petrey, formerly with Greenhaw & Rush Advertising Agency, Memphis, has joined Georgia-Pacific Corp., Portland, as sales promotion manager (for all products except plywood), and Andrew J. Bastine II, who was with the company's Redwood operations in Eureka, Cal., moves to the Portland office as public information assistant.

Two Join Ogilvy, Benson

Ogilvy, Benson & Mather, New York, has appointed John Griese Jr., formerly with Benton & Bowles, an account executive and Emanuel Greenberg, formerly with Norman, Craig & Kummel, a copywriter.

Abernathy Joins CD&H

Harold G. Abernathy, formerly exec vp of H. Leslie Hill Enterprises, has joined Clarke, Dunagan & Huffhines, Dallas, as a vp.

Green Leaves BBDO for Hyster

George Green has resigned as account executive in the San Francisco office of Batten, Barton, Durstine & Osborn, effective Jan. 1, to become advertising and sales promotion manager of Hyster Co., Portland, Ore., maker of earth moving equipment and machinery.

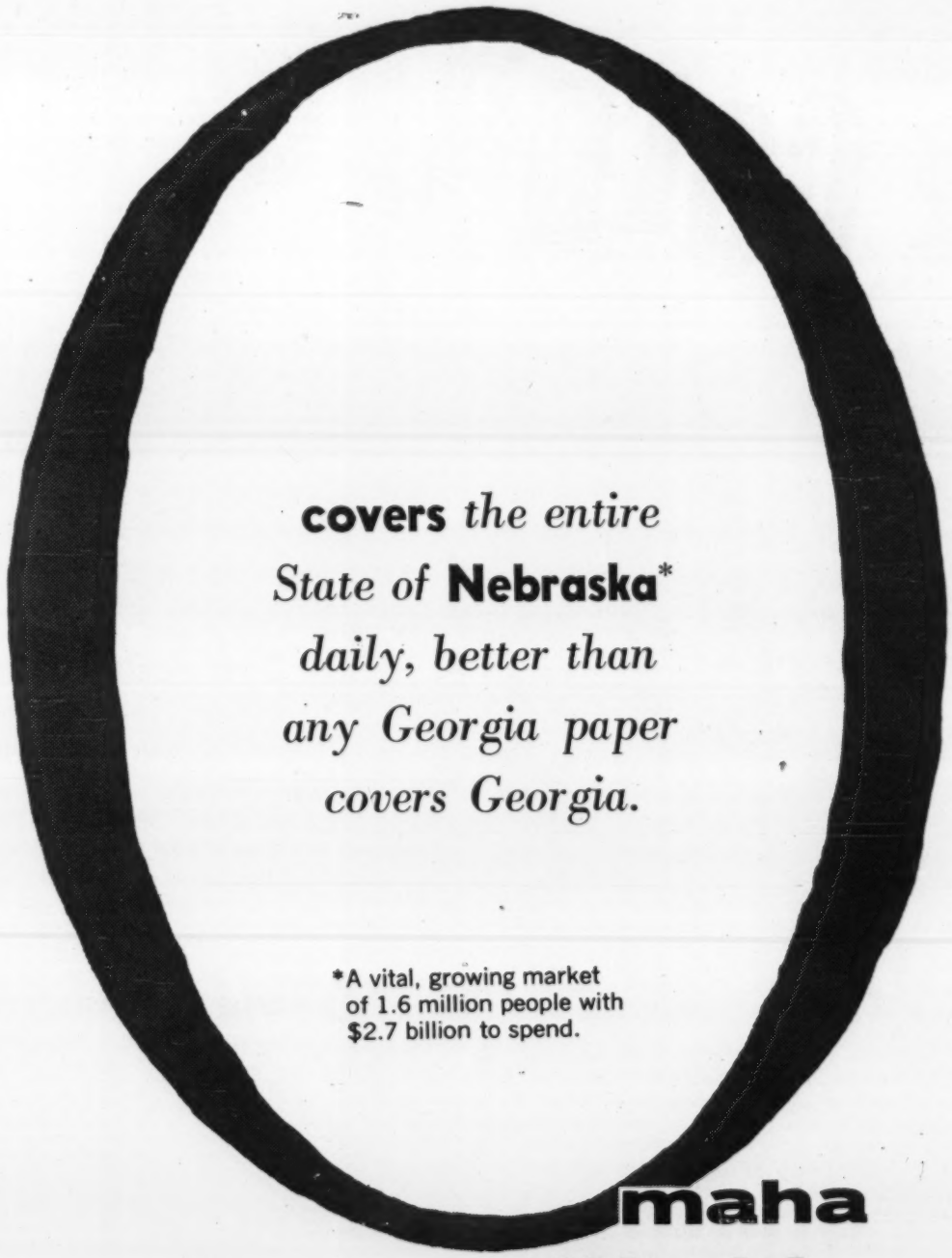
Peck Joins Armstrong

Armstrong Advertising Agency, Chicago, has appointed Robert G. Peck Jr. an account executive. He formerly was with L. W. Byrnes & Co., Chicago agency. About 12 industrial and trade publication accounts moved to Armstrong with Mr. Peck.

Television Graphics Expands

Television Graphics, New York, tv film commercial producer, has opened a new production studio at 3 W. 61st St. Bernard Rubin and Lee Blair, heads of the company, will maintain their headquarters at 369 Lexington Ave.

in DETROIT
you know where you're going
with WJBK radio
Sell 'em coming and going • Dominate Detroit, the "market on wheels"
Capture the home audience, too • Go BIG on the "Station on the go"
Go Saturation on special low cost multi-spot plan
Call KATZ for details • WJBK-RADIO IS Detroit
a STORER station



O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

To spark your sales in North Carolina...

Add up big sales in North Carolina . . . make sure your color schedule includes the State's leading *coloraction* newspapers — the Journal and Sentinel — covering a choice 11-county market

- **Top color facilities** — North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week,* with accurate, dependable reproduction.

- **Choice market** — Dynamic! Hustling! 11-county Retail Sales of $531,666,305.00. Journal and Sentinel circulation of 106,559* with over 100% coverage in the Winston-Salem metropolitan area and over 70% coverage in this compact 11-county market.

- **Big action** — "COLORACTION" gets people on the move to buy — with added impact, added readership . . . *and* added sales!

*WINSTON-SALEM

JOURNAL AND SENTINEL

morning Sunday evening

North Carolina's COLOR ACTION *Newspapers*

*6-months Publisher's Statement, period ending 30 September 1959 as filed with the Audit Bureau of Circulations, subject to audit.

Feature Section

Advertising Age

Retailers, Manufacturers Come Closer

Ad Painting Excells over Photo

Ten Easy Pockets for Folders

Industrial Editor Becomes Important

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

Phoniness Hurts All Advertising

By James D. Woolf
Creative Consultant

In my salad days I was taught the following formula for effective copy:

1. *Attract attention* (stop the reader or listener).
2. *Arouse interest* (warm him up).
3. *Create desire* (give him a hankering).
4. *Inspire confidence* (make him believe you).
5. *Induce action* (prod him into doing it *now*).

James D. Woolf

Not the least of these is the fourth: *inspire confidence*. No advertising, over the long haul, can possibly be resultful if it is not believed. No company can become g r e a t and stay great if the public does not believe in its integrity.

▪ Phoniness does not astonish me. For at least ten years, in this column, I have been sounding the alarm over phony claims in both broadcast and printed media.

The pity of it is—aside from the question of honor and ethics—that phoniness is so needless and self-defeating.

Not since the fraudulent, patent-medicine days, which were largely responsible for the Pure Food and Drug Act, has advertising been sitting on such a hot seat.

▪ Two out of three people, according to a recent nationwide Gallup poll, believe that the commercials they hear on tv make phony claims. And I believe that a Gallup poll of print advertising would reveal the same dismal picture. I firmly believe, on the basis of many years of experience and observation, that ads which are entirely credible are more effective than claims which challenge the consumer's credulity and common sense. There are many, many successful campaigns, both in printed media and tv, that are truthful and credible in good taste. I note, for instance, that the Campbell's Soup people credit honest advertising as being one important reason for the outstanding success of this company.

Recently I talked with the president of an enormously successful men's clothing store. Not only is his advertising truthful and conservative; he has trained his staff of clerks in what he calls the "art of understatement." He insists that most people are not credulous fools, and he agrees with the Gallup findings. This has been my own experience as a retail merchant some years ago. The public is not as stupid as we are sometimes led to believe.

▪ It is perfectly possible to produce tv commercials and print ads that are strictly on the level—*if the product is a worthy one*. Sunday afternoon, for example, I viewed the two-hour Wizard of Oz show. The commercials, sponsored by Whitman's candy and Benrus watches, were, in my opinion, without a fault—restrained, dignified, informative, in good taste, and credible. They should do a good selling job.

But this question occurs to me: If two out of three people believe, as Gallup indicates, that tv claims are phony, how long will it be, in view of the current scandals, before even honest commercials are regarded dubiously? #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Looking at Radio and Television . . .

Network Radio Is Vital

By the Eye and Ear Man

If a salesman came to an advertiser and told him he had invented a new medium and could deliver a thousand homes for 50¢, he would get a rousing reception and a fat order. And yet the medium does exist and it's hard to give much of its time away. The medium is network radio.

It now appears that radio, from a national network point of view, is perilously close to abandonment. The best claim to fame a manager has is in the reduction of his loss. The programming is being cut back. Payments to stations have ceased for the most part, and thereby the networks have lost control of station clearances.

▪ Since radio is a vital form of communications and since it is an important advertising medium, it is important to analyze the sickness and ask a remedy. The following facts must be weighed before reaching a conclusion:

1. Because of the power of television and its high out-of-pocket costs, the percentage of national advertising left for radio must be assumed to be no more than 10% of all electronic spending; a goal of $150,000,000 a year could be regarded as a level.

2. There are too many radio stations. Many may be eliminated by economic failure, but the FCC should study the freezing of further licensing and non-renewal of returned licenses.

3. There are two too many networks. It is possible to support two good ones, but there is not enough money for four.

4. Programming in radio has deteriorated to music and news. A revival of top programs at reduced costs with the cooperation of all unions is essential. It is also necessary to have a consistently linked station lineup to carry these programs. It takes time to build listening habits. At least a year of good programs in prime times is indicated. Top tv shows, like "Gunsmoke," "Wagon Train," "77 Sunset Strip," all lend themselves to radio treatment.

5. A revised station payment plan which binds the network together is essential. Perhaps there could be a cooperative network of key stations in 100 major markets with seven hours of network programs a day wherein the total return is divided 50-50 after deducting sales and program costs, which are guaranteed by the 100 stations.

6. A sharp reduction of the number of commercials. Several local stations have been able to gross and net more, and get greater circulation by limiting commercials to quarter hour intervals, thus pointing up attention to commercials.

▪ At the present time advertisers, their agencies and broadcasters have relegated radio to a local medium. But there is no real reason for this decision. Radio has every ingredient necessary to do a hard sell nationally.

Another suggestion for the future of radio is to bring to the highly vocal minority finer things. Radio, for example, lends itself to good music far better than does television. Perhaps this is the medium where an advertiser, eager to be associated with upper intelligentsia and upper income groups, can reach a selective audience with good music, stimulating discussions and great literature, drama and lectures.

▪ Radio in the daytime conversely has the power to reach the housewife and allow her to do her chores while being entertained. Stories and personalities are the backbone of daytime radio and should be preserved.

Radio is an excellent training ground for young writers, actors and directors. Comedians, singers, orchestras have always found this medium the first step in a more rounded career.

▪ The advertiser who cannot afford to be big in television or print still can dominate radio if a proper network outlet is available. And advertisers must allow adequate time to combine program and product. Radio demands the Benny-Jell-O, Bing Crosby-Kraft, Hope-Pepsodent type of relationship. Television has the power to sell incisively in spots or participations, but radio needs time for the message to sink in.

Every home in America listens to radio, drives to radio, wakes up to radio, has background noise courtesy of radio, and can turn on a radio in almost every room in the house if it is worth while. The only ingredient missing is someone with the skill to put the pieces together and capitalize on these facts. Ironically enough a medium, tested and proved all over the world, is being allowed to atrophy. It is the duty of the government (which needs a network for a vital communications link), station owners (most of whom cannot afford good news and public affairs programming on a local level), and advertisers (who need every advertising medium to move merchandise), to preserve this outstanding medium. If they do not act quickly, it may be impossible to revive network radio. #

Agencies Ask Us . . .

Some Common Errors in Agency Valuation

By Kenneth Groesbeck
Advertising Agency Consultant

Apparently, one of the most difficult questions to answer accurately in our business is, what is an advertising agency worth? The problem arises whenever mergers are contemplated, whenever it becomes desirable to allow promising younger executives to buy into an established agency, or when an older executive plans to retire.

Kenneth Groesbeck

H e r e we have some furniture and fixtures, some money in the bank—these are easy to evaluate. The thing of main value an agency possesses, however, is the advertising it places. This, with its accompanying revenue, is the expression of confidence felt by a number of advertisers in the individuals who make up the agency.

If for any reason this confidence is jeopardized, the advertising is shifted to another agency; what was a liberal and highly desirable revenue dissolves like the mists of the morning and several skilled practitioners are left holding the bag of long leases, and other forms of indebtedness for which they should or should not have contracted. What in the world is the real value of this so easily lost expression of confidence?

The first point to be made is that the value will vary according to the stability of the business. An account which is doing well—a business which is making good profits for its owners—is worth more than one which is more speculative. How much more?

The attempt to answer this most difficult question results in the valuation formulas in which the agency's yearly profits after taxes are multiplied by from four to eight, or by an even wider spread, to represent the length of time the account will remain with the agency.

This is nothing better than informed guesswork. The best you can say for it is that it is better than nothing. All such projections of the future behavior of those most evasive critters, advertising accounts, should be looked at with great suspicion. It is much safer to attempt to answer the question, "How long will my wife love me?"

▪ Nevertheless, some projection must be made of this future behavior, and the accuracy of your agency valuation will only

be as good as the soundness of your business judgment in estimating how long the business will likely stay in the shop.

It stands to reason that a business relationship involving the expenditure of hundreds of thousands of dollars a year for promotion will not usually be lightly entered into or terminated without good reason. Some factor expressing length of tenure, then, is obviously essential. Set it, however, only after the most careful thought. Failure to guess this one right is one of the commonest of all errors in agency valuation.

■ The second point where agency people go haywire in valuing their operation concerns the matter of profits. An account which is showing the agency no profit is worthless, and cannot be included in estimating the agency's value. It is nothing but scenery.

Fact of the matter is, if it is looked at critically, it will often be found to be actually losing the agency's money. It is not only scenery, it may be, as well, very expensive trimmings for the agency picture.

This is something we agency people hate to admit. We even run around protesting that this lovely account, with all its beautiful color pages, costs us nothing because we have the machine operating, and we might as well feed it something. We give this kind of folly an impressive name like "incremental business" and otherwise kid ourselves while we slowly, bravely and stupidly bleed to death.

■ This, of course, is the reason for an accurate cost system which will indicate, and fast, the actual profits picture by individual accounts. Any account which is not showing a profit commensurate with the agency's operating needs would best be immediately thrown out or put on a new system of charges. Failure to recognize this situation, or (as more often happens) reluctance to do something drastic about it is not only one of the commonest errors in agency valuation. It is nothing less than the most frequent cause of agency failure. This deliberate blindness, this insistence that we must be making money because we are such nice people and we work so hard, must run neck and neck with the other prime agency cause of death—the unwise extension of credits.

The third area in which we agency people go astray in estimating the value of our operations is when we overlook the fact that agencies are, after all, only people. Whenever you set out to figure an agency's worth, answer this question: "Will the same people be involved in the future activities you are evaluating? To the same extent as was the case when the basic values and personal relationships were established? Or is there to be a slowing up, a lessening of the individual's interest and attention, as a result of his lesser participation? Not only, who is in the picture, but how actively."

Failure to answer this one accurately often results in the purchase, by individuals or other agencies, of a property basically different from, and of lesser value, than what shows up in the papers of agreement.

These are three most productive ways, will you not agree, in which you can swiftly lose your shirt? Here's hoping you will encounter none of them, in the new year to come. #

On the Merchandising Front . . .

More About Retail Non-Merchandising Income

By E. B. Weiss

In perhaps four or five of these columns published this year I have been developing a theory concerning a new trend among giant retailers of such enormous implications as to promise (and maybe threaten) still another revolution in the world of marketing.

E. B. Weiss

The theory is simply explained. Its basic premise is that our giant retailers are now beginning to turn to the *non*-merchandising function as a major source of retailing's net profit.

As I've just remarked, the theory is simply explained. But its potentialities for marketing upheaval are both vast and complicated. And this, too, is simply explained.

■ Traditionally, retailing has looked to the *merchandising* function for its net profit. In other words, retailing originally concentrated on *merchandise movement* as not merely the primary, but really the *exclusive* source of its net profit. The retailer was a merchandiser—period.

Slowly this began to change. Real estate, for example, began to assume some importance as a source of the large retailer's net profit. As retailers became still larger, the management of money grew in importance as a contributor to retail net profit. But, in total, these non-merchandising sources of net profit for retailers did not assume substantial dimensions. Even the retail controller looked to merchandising as the fundamental area for net profit (usually to the distress of the store's merchandising executives).

But now the trend, especially among our largest retailers, toward development of the non-merchandising function for net profit is in a stage of rapid acceleration. In at least a few sizable retail organizations, the non-merchandising function will contribute, in 1960, over 20% of the total net profit!

Will non-merchandising some day account for 50% of total net profit for some large retail organizations? I think it will—and I believe that that day is not way off in 1975 or even off to 1965.

And I believe that the number of large retail organizations in which this will happen will multiply—rapidly!

■ This may sound just too, too fantastic. I am reminded, in this connection, of other "too, too fantastic" developments in retailing about which I have written and talked that are, today, general practice.

For example, when I remarked, years ago, that over half of our total retail volume would be done after 4:30 p.m., that seemed absurd. Today it is fact.

When I remarked that the variety chain and the drug chain would go self-service—that seemed absurd. Today it is fact.

When I remarked that the discount house was here to stay—that seemed absurd (especially to the then National Retail Dry Goods Assn. which thought it could kill off the discount menace with adjectives).

■ And I recall quite vividly the reception I got when I remarked some eight years ago before a meeting of top department store executives that, some day, they would be doing a larger volume in their branches than in the main store. That really brought down the house on this greying head! Today, of course, this is precisely the situation with some of our great department stores.

And so I have faith in this projection of the non-merchandising function as a major source of net profit for large retailers. I believe this will become so important that the major executives of giant retail organizations will less and less be *merchandising* authorities; they will be financial authorities, real estate authorities, etc. (We already see plenty of evidence of this.) And since manufacturers really "sell" net profit via merchandising it is clear that, the more important the non-merchandising function becomes to giant retailing, the more incumbent will it be for manufacturers to re-evaluate their fundamental selling strategy.

■ In my various columns on this subject I have listed some developments that typify this trend. A most recent example involves the merger of the Two Guys from Harrison discount chain and the O. A. Sutton Corp. Inc., manufacturer of fans, air conditioners, etc. It isn't too generally known that Sutton sustained substantial operational losses in 1957 and 1958, suspended production, and had been engaged in inventory disposal. The merger will make possible the continued operation of Sutton.

It will also mean that the new corporate organization will be keenly interested in tax loss carry forward—in manufacturing profits, etc. (It should be noted that the president of "Two Guys" will be both chairman and president of the new firm.)

I take it for granted that the newly merged corporation, to be known as Vornado Inc., will be efficiently—and profitably—run. And I take it for granted, also, that at least some of the top executives of "Two Guys" will be devoting a considerable slice of their time to a manufacturing, and to a financial situation. And, finally, I take it for granted that the former Sutton operation will contribute an expanding share of the total net profit of the merged corporation.

The world of marketing would do well to note this fundamental change. It will leave an imprint on marketing at least equal to that left by self-service and

The Creative Man's Corner . . .

Effective Communication

We do not cite this ad as a great ad. We refer to it chiefly because of its illustration.

Generally a photograph of a situation is accepted as conveying reality much more believably than can be done through the use of an illustration. Yet the illustration in this Intercontinental Hotels ad conveys quite vividly the feeling one might have if he were on the spot—at we assume (since the copy does not make it too clear) the Reforma Intercontinental Hotel in Mexico City.

Painters who turn to advertising illustration are generally looked down upon. They are considered to have prostituted their art. Yet there is a discipline in advertising illustration that demands of the painter a responsibility no less great than is demanded of him as a completely individual and individualistic artist: does he deliver clearly and unmistakably a message?

The illustration in this ad is not "great." It is typically commercial. But it still conveys, more vividly than a photograph could, the delight of dancing in a highly romantic place in the tropics. We do not think photography could do as well. Yet we believe that an illustration that protested too much could have loused up the entire purpose of the ad as completely as bad photography might have done.

The artist has achieved effective communication. #

LEAP YEAR

Any year's a good year for women to pursue men . . . and magazines! This current year, 1960, the ladies are obviously going to be doing more of both. In the vital feminine matter of sentimental quest, January McCall's makes a vivid guide-book, full of Leap Year lore and leanings, ideas on the feeding and otherwise indulging of men, plus added editorial riches such as Paul Gallico's new "Mrs. 'Arris Goes to New York." In the case of magazine-attraction, we refer you to the continuing romance between American women and McCall's. In recent months, McCall's newsstand sales have been literally leaping—showing by far, the greatest growth in the women's service field. (December, for example, was another sellout, bringing total circulation for the month up to well over 6,000,000.) Advertising growth in the past six months has also been the greatest in the field. What's the lure to hard-headed, tough-hearted businessmen? The chance to sell against the most romantic, colorful, woman-pleasing background in America today—at sound rates—to customers who are just waiting to be asked. Take a look at these figures . . . and leap.

COMPARATIVE COSTS PER THOUSAND				
	4-Color Page	4-Color Bleed Page	B&W Page	B&W Bleed Page
McCall's 6,000,000 Guaranteed May, 1960	**$4.76**	**$4.76**	**$3.83**	**$3.83**
Ladies' Home Journal 6,000,000 Rate Base January, 1960	5.00	5.75	3.78	4.34
Good Housekeeping 4,300,000 Rate Base February, 1960	5.35	5.88	3.88	4.27

self-selection, by giant retailing, by the store-controlled brand. It may mean, among other things, not only that retailers will tend more and more to become manufacturers in their search for non-merchandising profit—but that manufacturers may have to become retailers in order to win the merchandising cooperation they require. (*Certainly the line of demarcation between retailing and manufacturing is visibly shrinking.*)

The future is always so very interesting. For marketing, the future promises to be fascinating. #

Employe Communications . . .

New Stature for the Industrial Editor

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The industrial editor in recent years has been raising his sights, and there is heartening evidence that he is also broadening his horizons. Only a few years ago the industrial editor had charge of a "house organ" for his company, and his responsibility was limited largely to that.

A survey taken recently by the American Assn. of Industrial Editors, and reported upon by its president, Woodson Knight, shows that 250 of the top industrial firms are spending more today than ever before in efforts to communicate with their employes. Mr. Knight noted that more than half of his own association's membership has assumed "greater responsibility in the general field of communication, including public relations, industrial relations, advertising and sales promotion."

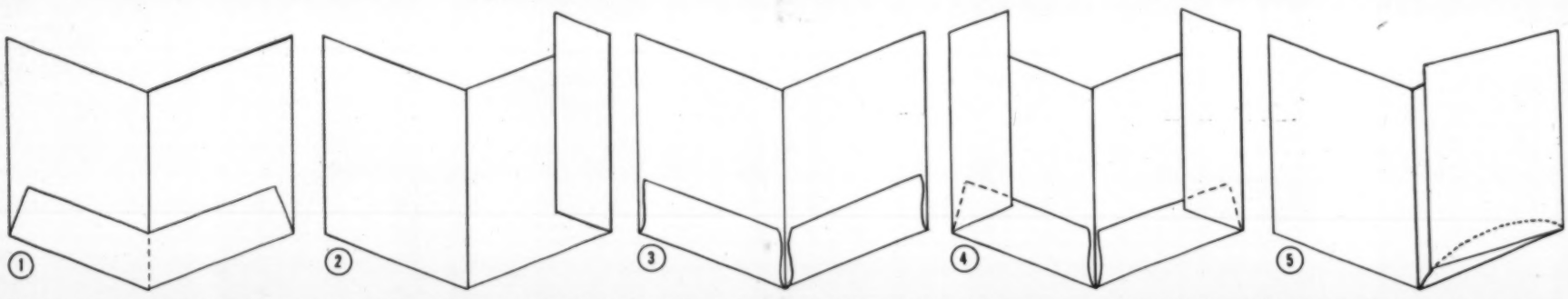
■ "There was a time," he noted, "when many industrial editors were thwarted in their efforts to communicate, particularly during recessionary periods. I'm convinced, however, that this situation has undergone a complete change."

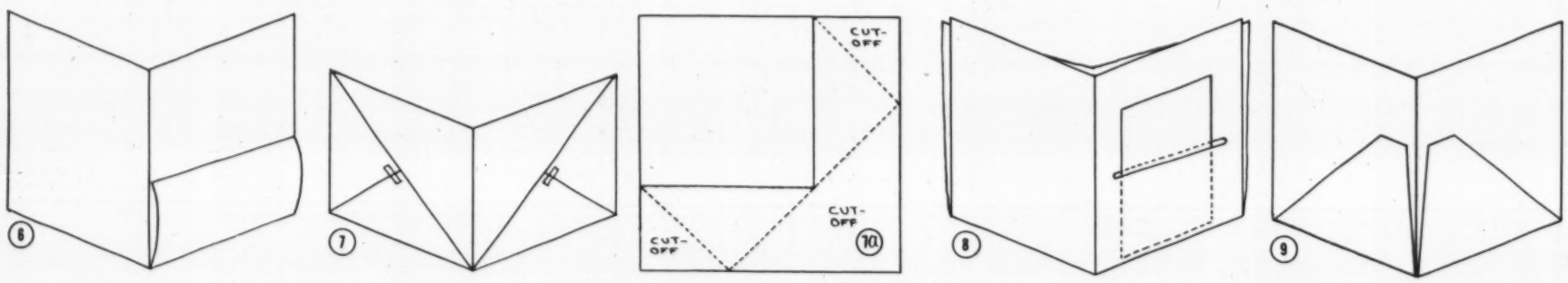
Industrial editors for years were a floating population. Today they are more securely anchored to an employer, less likely to be cut adrift if an economic storm approaches. The average association member, Mr. Knight pointed out, "has been with his company for more than eight years. Thirteen of the membership have 20 or more years of service with one employer." As an aside, the authors of this department (drafted from time to time to fill an editorial vacancy for a company) are a trifle startled by the frequency of the five-figure lures.

The editing associations themselves are doing more to contribute to their own stature than ever before, by crusading in —or allying themselves with—worth while civic causes. The association, for example, for the past six years has sponsored a traffic safety awards program, in cooperation with the Allstate Insurance Co., the American Trucking Assns., Automotive Safety Foundation and the Esso Safety Foundation. Editors of both internal and external publications are eligible and prizes are substantial. (In case your own editor is interested, the current contest closes Jan. 20; chairman is Ben M. Brown Jr., Mason and Dixon Lines Inc., Eastman Road, P. O. Box 231, Kingsport, Tenn.)

Editing associations generally—national, sectional and local—all appear to be taking a much greater interest in economic and political problems.

President Knight feels that the promotions which have come to members of the craft, "plus the long service records that have been compiled, indicate that industrial editing has gained prestige in top management's mind. It is now a profession with both a future and stability." #





VARIOUS STYLES OF POCKETS—*A few require simple die-cutting, but with most of these designs it's all done with folds: (1) Flap at bottom is folded up to form double pocket, (2) flap on right side plus fold-down cover holds material quite well, (3) double flap but die-cut with slit at center, (4) two side flaps plus bottom flaps; requires a simple die-cut operation, (5) double gate-fold with flap at bottom; requires die-cut and operation can include giving flap an off-beat shape, if desired, (6) bottom flap, one side only; costlier than double flap since cutting operation is involved, (7) diagonal flaps, with parts held together with strip of Scotch tape; (7a) this shows how angular cutting can be accomplished on paper cutter, without die-cutting, by first making the center fold, then cutting, (8) French fold, with fold at bottom, and die-cut slit to hold enclosures, (9) double flap; requires die-cutting as shown, but cutting can be done on paper cutter before folding if the center slit is eliminated, (10) flaps on three sides with an over-all coverlet, and this one requires die-cutting, as shown by before-and-after-folding drawings.*

Tips for the Production Man . . .

In the Pocket Without Much Out-of-the-Pocket

By Kenneth B. Butler

Not infrequently we are assigned the task of planning a folder or cover into which must be planned one or more pockets to be used for holding specimens or informational material. Usually, the enclosed exhibits must be largely exposed to view. In addition to high visibility, they should be easy to extract.

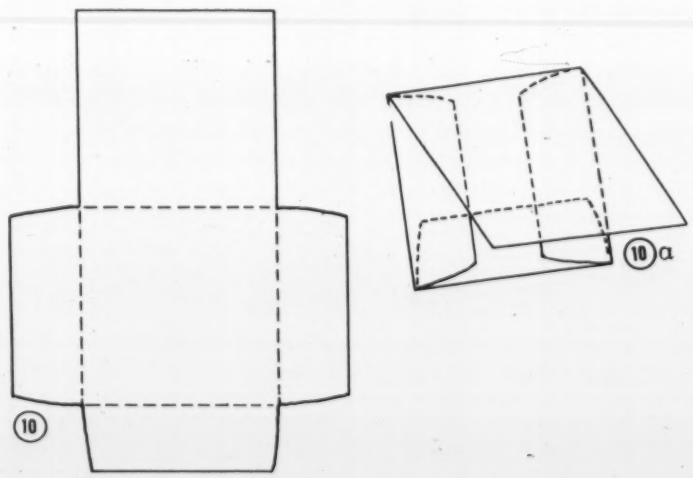
Rapid production of these pocket folders is usually important, along with our old friend, keep-the-cost-down.

■ The pockets are oftentimes accomplished at the expense of complicated die-cutting and fastening by gluing or sewing. I had the feeling that readers of Advertising Age would like, for reference, an exhibit of rather inexpensive methods of creating binder pockets . . . ideas relatively simple in execution. My search thus far has turned up eight such ideas, which are presented here along with explanatory captions.

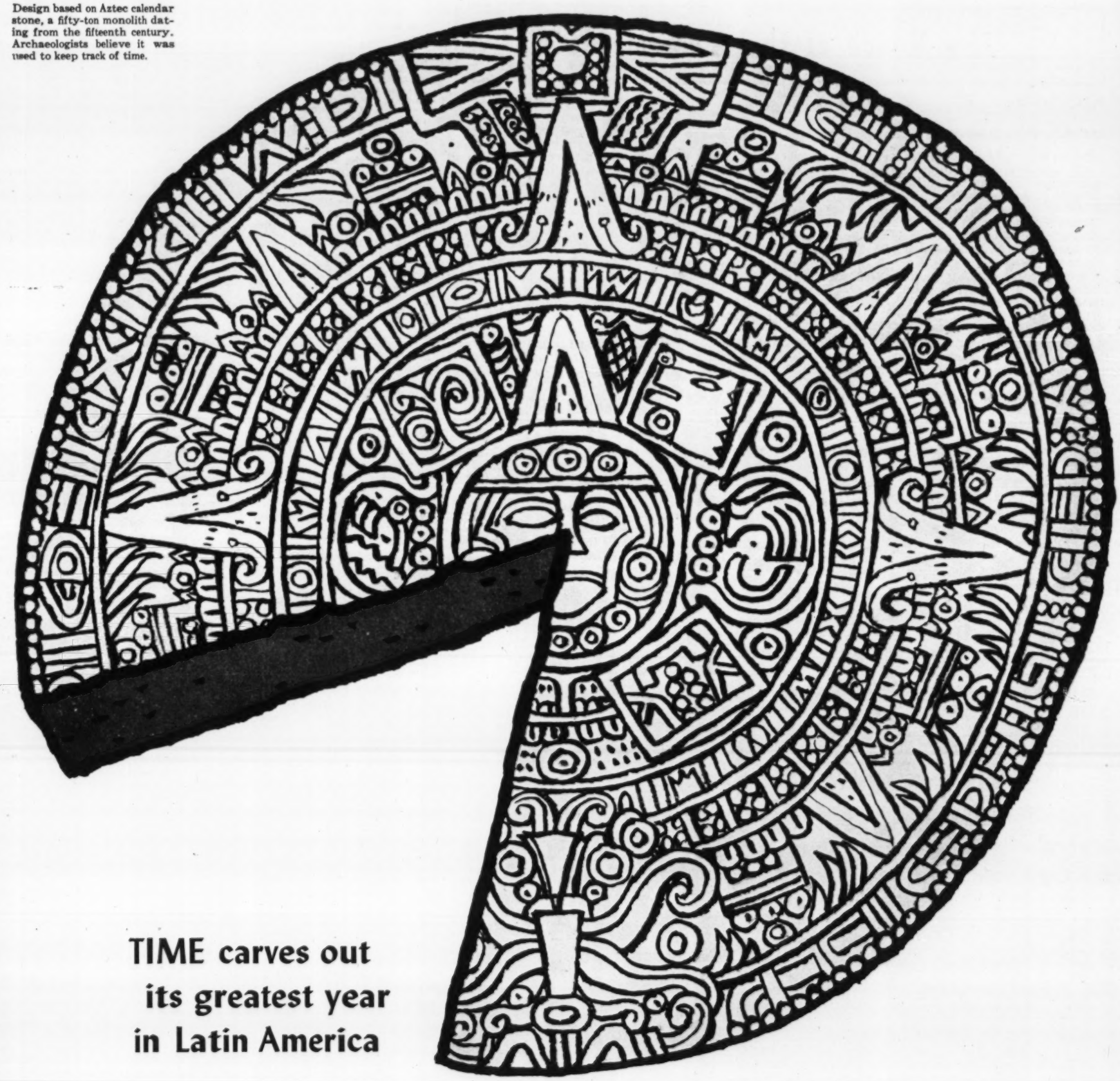
Obviously, the paper stock used should be stiff enough so that the pocket flaps will remain rigid. Antique finish stock will provide more friction or "bite" and thus hold the enclosures more firmly.

■ In some cases, where heavy stock is used, the material will have to be scored in order to facilitate making a straight fold. Usually this can be accomplished by a color fold—that is, a scoring rule run with the printed form and being given extra press impression in order to crease the paper stock. The rule will receive ink and will print, but usually this is not objectionable.

If desired the flaps can be stapled down or given a spot of glue. These add to the cost and, unless the insert is heavy, are probably needless. #



Design based on Aztec calendar stone, a fifty-ton monolith dating from the fifteenth century. Archaeologists believe it was used to keep track of time.



TIME carves out its greatest year in Latin America

. . . in 1959 TIME's Latin America Edition grossed a record of more than $1,500,000!

During the same period, sixty-nine new advertisers signed on, circulation boomed to a new high and TIME continued to get accolades as the most vital editorial force in all of Latin America.

Thus, the most effective medium for reaching decision-makers throughout Latin America keeps getting better every year. More and more shrewd advertisers —and astute agencies—are cashing in on this fact.

To find out how TIME Latin America can fit into your operations South of the Border, call your nearest TIME International office.

TIME

TIME LATIN AMERICA—To reach decision-makers throughout Latin America.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Publicity Study Revealing Media Demands for Ads with Releases Angers Two

To the Editor: "Advertiser Finds Media Like News—If Accompanied by Insertion Order" (AA, Sept. 30).

The headline itself reveals a major dilemma in modern journalism.

When did advertisers join the editorial side? What business does any advertiser have making such a survey? Who asked for it?

Obviously, the publicity bureau involved is so inept, it can no longer evaluate its own material.

If any nit-wit bureau sends a card to this publication requesting us to circle types of stories or pictures we might use, they needn't worry about a request for advertising—but they'll get instant advice on what to do with their damned survey. I personally am tired with these non-working newsmen who have nothing better to do than make surveys, "kick an idea around" at lunch and assume the god-role in evaluating damn near everything except their own weak efforts.

As for "tailoring copy"—any publicity guy worth his salt can request a sample copy of a publication, and use his ingenuity from that point on.

Real news is always welcome, even when not "tailored" for us. My main objection is to the smooth, carefully-prepared drivel that meets all the requirements of style, but contains no news.

Where in hell do all of these publicity people come from who know all the mechanics and techniques of writing news stories, yet are totally lacking in the ability to evaluate news itself.

Much of this professionally-prepared drivel should be killed at the source, by its creators, who have spare time to conduct surveys, etc., rather than by overburdened editorial people who are busy enough covering news sources that do not enjoy the luxury of a personal publicity bureau.

Lest the publicity bureau for "one of the nation's top ten advertisers" (boy, are we impressed) get its nose too far out of joint over the vulgar ethics of that small percentage of the nation's media that dares discuss advertising and editorial simultaneously, let me remind them that there are still some of us who question the propriety of an advertiser, as such, discussing editorial matter with us.

We have neither requested nor encouraged them to build their private editorial wings. As a matter of fact, there is something fundamentally immoral when such departments are specifically designed for the editorial care and feeding of other people's publications.

Unbelievable as it must be for these knuckleheads, we have an honest concern about gathering news—real news—from the "bottom 10,000 advertisers," and a lot of people who don't advertise at all, as well as from the "top ten."

The publicity and public relations concept is a good one. It fills a need and makes publishing easier, when practiced with integrity.

But don't waste any more of our limited time with surveys, boys. And while you're at it, start measuring your successes in terms of news value, rather than inches of copy.

If you're real good about staying the hell where you belong, we promise not to petition for a seat in the media planning committee at your shop.

James F. Wheeler,
Editor and Publisher, *Midwest Home Builder*, Royal Oak, Mich.

•

To the Editor: I was both shocked and disgusted by the report in your Sept. 30 issue of a survey made by one of the nation's top ten advertisers. It appeared to deliberately mislead readers into believing that newspapers (and magazines and radio stations, too) are interested in legitimate news releases only when they are accompanied by an insertion order.

Your entire story, which seemed important enough to you to give it 18 precious inches of space, was based on only 5% of all the returns (and only 1% of the entire mailing).

Now just how distorted a picture can you present when you quote 5% of the replies (as if they were representative of all the answers), but ignore the other solid 95%? Just how slanted can a piece be when it tells only one side of a story?

It's mighty ironic, too, that the article appeared in the same issue with your own editorial which suggested, "Anyone concerned with advertising who attacks any segment of it had better be completely sure that he is not, in the process, undermining the ground upon which he himself stands."

David E. Henes,
Promotion Director, *Detroit Free Press.*

• • •

Remember Radio in France

To the Editor: In your Nov. 2, 1959, issue you published an interview with some representatives of Kelvinator in France. It is not my duty, of course, to discuss here the accuracy of their statements, but I would not care to have your readers get the wrong idea about advertising media in France.

Concerning radio, you write: "Radio is not an important ad medium in France, because there are no commercials on the government radio."

While it is true that commercial radio is forbidden in France proper, one must not forget that the metropolitan area of France is for all practical purposes reached by two transmitters, Radio Luxembourg and Europe No. 1, and partly reached by many others, such as Radio Monte-Carlo, Radio-Andorre, Radio-Atlantic, etc.

An advertiser like Monsavon-Dop has used radio exclusively for years and years.

In 1957, available figures show, 6 billion francs were spent in radio advertising out of a total of 114.7 billion francs spent for all advertising in France; in other words, 5.22%. In the U. S., in 1958, $623,000,000 went into radio out of a total of $10.3 billion for all advertising, or 6.04%.

Almost every French household owns a radio, and a station like Radio-Luxembourg has many more listeners than any government-owned French station. I don't have the figures at hand, but you know as well as I do that Radio-Luxembourg and Europe No. 1 have far and away more listeners than all the government-owned stations combined.

I write you this strictly as a point of information; I have no brief for radio in particular, but I would just as soon that people don't get the wrong notions about advertising in France.

Bernard M. de Bazentin,
85, rue de la Craix-Nivert, Paris 15.

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Soft-Weve Ad Tickles (These) Women's Risibilities

To the Editor: The person responsible for the Soft-Weve toilet tissue campaign—models parading around in fashions inspired by toilet tissue colors—needs to have women interpreted for him.

Certainly, this campaign could not have been conceived or written by a woman.

A grown woman is not giddy about bathrooms.

Rather, she lives more intimately with bathrooms all her life than does the other sex. She scrubs the floor. She cleans the toilet. She stands by for the plumber. She even knows how to use his friend—and with dispatch.

Often, when a grown woman gets married, she has children. This calls for a considerable amount of diaper changing—a ritual which tends to make otherwise dreamy types more literal about the bathroom and its function in the house.

Women are a basic lot . . . the realists of this world. But I thought that most of us—particularly in advertising—already knew this.

Of course, I could be wrong. Perhaps the women I know are all earthy West Coast types—not so delicately oriented as the women of the East—or even Chicago.

Anyway, My Women Friends get hysterical when they see the Soft-Weve tv commercial. I have this one friend—a Los Angeles dress designer—who lies in wait for the commercial to come on. Then she sits on the edge of her chair, clutches her sides, and goes to pieces and not so quietly either. Oh how she loves that Soft-Weve commercial. It's a rare and wonderful thing to see a grown woman laugh like that.

But I guess that's just the way she interprets toilet paper.

Elaine Dale,
Los Angeles.

City, State	Newspaper	Circ. 6 Mos. End. 9/30/46	9/30/59	% Inc. or Dec.	Rates 9/46	9/59	% Inc.	+ or — in Cost per M
Daytona Beach, Fla.	News Journal	22,102	48,057	117%	.12	.23	92%	—12%
Albany, Ga.	The Herald	10,612	25,999	145%	.06	.14	133%	— 5%
Athens, Ga.	Banner Herald	6,324	6,445	2%	.0475*	.07	47%	45%
Savannah, Ga.	News Press	66,559	80,036	20%	.18	.35*	94%	62%
Idaho Falls, Ida.	Post Register	10,198	18,808	.84%	.07	.13	86%	1%
Galesburg, Ill.	Register Mail	20,976	22,230	6%	.085*	.12	41%	33%
Richmond, Ind.	Palladium Item	25,612	27,347	7%	.11*	.18	64%	53%
Haverhill, Mass.	Gazette	17,575	12,961	—26%	.09	.11	22%	66%
Lawrence, Mass.	Eagle-Tribune	35,452	39,803	12%	.13	.20	54%	37%
Quincy, Mass.	Patriot Ledger	29,036	45,338	56%	.11	.20*	82%	17%
Port Huron, Mich.	Times Herald	26,881	31,263	16%	.12	.18	50%	29%
Mankato, Minn.	Free Press	15,139	20,277	34%	.08	.13	63%	21%
Fremont, Neb.	Guide & Tribune	9,274	11,968	29%	.07	.08	14%	—13%
Norfolk, Neb.	Daily News	8,812	13,903	58%	.06	.09	50%	— 5%
Elizabeth, N.J.	Daily Journal	37,714	51,961	38%	.14*	.26*	86%	35%
Hackensack, N.J.	Bergen Eve. Record	39,424	90,211	129%	.16*	.305*	91%	—17%
Fayetteville, N.C.	Observer	12,629	27,141	115%	.07	.14	100%	— 7%
New Bern, N.C	Sun Journal	6,486	8,734	35%	.05	.08	60%	19%
Salisbury, N.C.	Post	14,427	18,569	29%	.07	.11	57%	22%
Salem, Ore.	Statesman Journal	11,821	38,981	221%	.07	.22	214%	— 5%
Washington, Pa.	Observer Reporter	21,855	23,857	9%	.09	.14	56%	42%
Providence, R.I.	Journal Bulletin	176,317	201,407	14%	.35	.62	77%	54%
Greenville, S.C.	News Piedmont	78,531	102,935	30%	.20	.42	110%	61%
Lynchburg, Va.	News Advance	24,627	34,617	41%	.09	.18	100%	42%
Sheboygan, Wis.	Press	23,493	26,380	12%	.10	.16	60%	43%
GRAND TOTALS		752,276	1,029,228	37%	$2.7225	$4.845	77%	30%

*Indicates average rate.

ANA Cost-Per-Thousand Boost for Newspapers Questioned

To the Editor: You will recall an article in Advertising Age Nov. 9, Page 4, in which the ANA stated that daily newspaper advertising cost per thousand was up 71% since 1946.

After reading the story I checked newspapers which we represent . . .

It might be very interesting to know that in the case of Hackensack, N.J., the *Bergen Evening Record*, there is a 17% decrease in cost per thousand as of 1959 versus 1946. In Albany, Ga., there is also a decrease in cost per thousand of 1959 versus 1946, just as there is in Fremont, Neb.; Norfolk, Neb.; Fayetteville, N. C.; Salem, Ore., and Daytona Beach, Fla. In no instance did any one of these newspapers come to a 71% increase in cost per thousand.

We might add that the enclosed list of papers are *all* those which we represented in 1946 and continue to represent in 1959 and which are Audit Bureau of Circulations members.

Taking this group collectively, we had an average circulation increase of 37%. The rate increase was 77%, but our cost per thousand increased only 30%. It is our opinion that the story in your Nov. 9 issue is a bit misleading because any advertiser or advertising agency executive reading this story might interpret that the 71% increase would cover all newspapers throughout the U. S.

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

ADVERTISEMENT

Glenda the beautiful secretary

"A salesman called. Wanted to take the office supplies buyer to lunch. Where shall I have him take me?"

If that salesman knows the score, he'll consider the lunch money well spent. Secretaries specify, approve or reject, and actually buy a great many office supplies. Tell them your story by advertising in the best place to sell them—in the magazine of 145,000 secretarial career women . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

QUANTITY
Photos Sell
BULLS

They couldn't send sample Bulls, they sent glossy photos. If *you* can send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½ C EACH (in lots of 100)

QUANTITY Photos will sell for yo because they are QUALITY photo

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	10
Price ea.	20c	15c	12c	9½

Write for complete Price Catalog
QUANTITY PHOTO CO
119 W. Hubbard St. • Chicago 10, Ill.

As you can readily see from 24 newspapers located in the U. S., this is not true.

It is our belief that if other representative organizations were to check their respective newspapers, they would come up with information similar to ours. I am sending a carbon copy of this letter, as well as a list of the papers, to Mr. Lipscomb of the Bureau of Advertising and also to Robert Pace, secretary of the NAEA. It is possible that either one of these organizations may want to dig further into this situation and disprove the cost per thousand being up 71% since 1946.

W. W. Sauerberg,
Ward-Griffith Co., Chicago.

• • •

This Is an Ad He Likes

To the Editor: Here is another ad I wish I would have done. This

is from the November issue of *Building Products*.

Ralph Eberts,
Advertising Manager, Southern Equipment Co., St. Louis, Mo.

• • •

Two Views on James Woolf: One For, the Other Against

To the Editor: Congratulations to Mr. Woolf for his article, "I hope it's only a passing phase" (AA, Nov. 23). He exercised what must be an innate, acute sense of taste in selecting the three ads for his senseless diatribe.

Each has an extremely high degree of visual power!

I appreciate Mr. Woolf's unsuccessful attempt to probe for the hidden meaning behind the creation of the graphics in these ads. However, his search is a lonely one. For surely man's best friend, the consumer does not fritter away his precious time in the pursuit of "meaning." His impression is immediate.

The "most inane and meaningless" illustration in the Connecticut General ad apparently had some mysterious power over a select group of inane *Time* readers. It had the highest Starch rating of any company ad for the past two years.

Philip Meyer,
Chappaqua, N. Y.

P.S. Mr. Woolf's use of such terms as "you appeal" is a nauseating example of the kind of phony phonetics that contribute to the debasement of the advertising business.

•

To the Editor: I have been an ardent reader and admirer of James D. Woolf's column for quite some time, and wish to commend him on his efforts to raise the standards and ethics of advertising.

I have had occasion to save several of his articles, and one I used recently in discussion with our creative people is the article, "Your Wonderful Subconscious." It presented an important and complex subject in the most simple and understandable way.

We have also been much interested in Mr. Woolf's recent reference to "Copycats." What he said has needed saying for quite some time. Copycat-ism is not only a bad form of plagiarism, but it tends to dilute the advertising investment of people who create a unique idea only to have others jump in and use it.

Fortunately, copycat-ism is not practiced by too many people because it is the nature of most creative people—advertising men, copywriters and artists—to want to create things of their own, rather than copy other people and thereby admit by their acts that they cannot think of something as good.

Copycat-ism is the refuge of people who are mentally lazy, and are inclined to take short cuts by copying rather than creating. There should be some practical defense against such practices, just as the author of a book or play has some recourse when people steal his ideas and use them for their own profit.

But until that time comes we need people like James Woolf, who will publicly call attention to instances of copycatting, and thus bring the practice into more and more disfavor as time goes on. He is making a valuable contribution.

George W. Head,
Manager, Advertising & Sales Promotion, National Cash Register Co., Dayton.

• • •

Don't Forget Pell Mell vs. Paul Maul, Mr. Ninabuck

To the Editor: A little band of willful and/or ignorant admen are at it again, remaking the language in their own image. The orthoepic applecart is upset, and there's a wrench thrown in among the apples.

This may seem a small sin; actually it is only less wicked than rigging.

What we are getting at is Ford and the ballyhooers of the bird-car, the Falcon. Now, the "a" in Falcon is pronounced like the "a" in faucet or Faubus, or as in yawp. Falcon rhymes with Balkan. Though, if you like, you can skip the "l" sound and make like in talkin' and walkin'. Just be sure the "a" delivers like a circumflex "o," as in Orval.

Criminy crickets, you don't come up with a *short* "a," as in talcum or phallus!

Give it a try now—"I hear Alice Dallas has a snazzy Falcon." NO. Try again—"Maud Walker saw a gaudy Falcon." RIGHT.

But what boxes our ears in all this promotional tv-radio din? Art Linkletter and Tennessee Ernie and every last polished pitchman announcer bearing down on the sissy sound—"a" as in asafetida and salhepatica.

For the record: Noah Webster keeps a stable of six consulting orthoepists in the front of his unabridged, so he can compare

PACKAGED PROMOTIONS

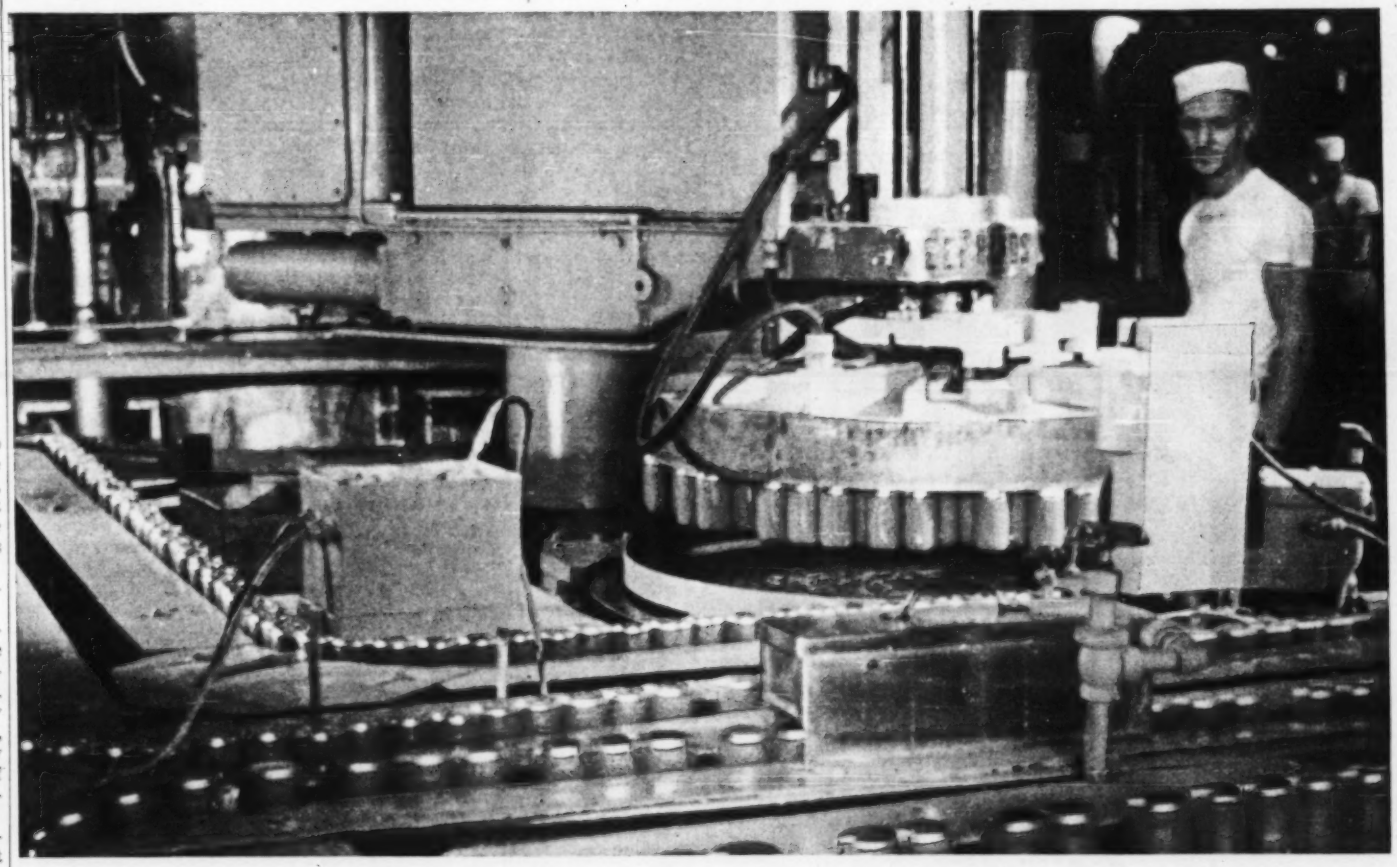
Servicing more than 1700 radio stations for national brands

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

Preserved Sales Appeal



These members of the cast of "All About New York" (created for the New York Telephone Company) remind us of a selling problem that is sometimes thrown our way. How—the client wonders—can I focus the sales appeal of years of cherished tradition and continued consumer acceptance behind *this* year's model of automobile, tire, furniture, appliance, packaged food, or whatnot. It can be done—with dramatic motion picture techniques that carry the viewer to exciting today on the comfortable vehicle of reminiscence. And, it's economic—because heritage-on-film is useful, year after year, with a few feet of timely updating at the climax. The important element is a compelling bridge between yesterday's charm and today's purchase. Being specialists in bridge building, we even put one into the non-commercial "All About New York"—and, if you have long-standing customers to move across a stream of change, we think you may want to inspect it.

Reservation

We would like to see "All About New York" and would also like to discuss with you our objective specified below:

By_____

Organization_____

City and State_____

OWEN MURPHY PRODUCTIONS

723 SEVENTH AVE., NEW YORK 18, N. Y.

notes. The six are the Oxford Eng. Dic.; Jones (Prof. Daniel of Univ. Coll., London); Century; Wyld (Prof. Henry, Oxford); Funk & Wagnalls; and Hempl (Prof. George of U. of Mich.). That's seven, including Noah.

This whole gang plunks 100% for falcon as in "aw," as in "Aw, beat it!" *Only* Funk & Wagnalls thinks you can *also* go short and sissy on the "fal."

Just who among the top boys filtered this edict down to the help—the public mouthpieces, that is? Who chose to tamper with the massed ranks of authority? And why?

Our personal theory is—*it's that short "a" in val for Valiant.* Somebody laid down the law: "Never mind the Corvair; we see eye to eye with Chevrolet there. Arm in arm we'll sneak up from behind and torpedo the little so-and-so of a Chrysler engine in the tail. But what we're really fighting is the val in Valiant. *It's gotta be fal for Falcon!*"

William L. Ninabuck,
Palatine, Ill.

• • •

Bedell Sees Business Ethics Lesson in Meknes Tragedy

To the Editor: The Moroccan oil dealer of Meknés, Morocco—recently in the news—must have taken some instruction from Dr. Theodore Levitt, now on the Harvard teaching staff.

Life's Nov. 30 issue pictures some of the 10,000 victims of paralysis resulting from the use of olive oil diluted with cheap surplus aircraft machine oil. The object? Some extra profit. The Harvard doctor, you may remember, said in a signed article in AA a year ago:

"Society needs always to be asking itself where it is going. Otherwise it won't know what road to take. Somebody must think and do something about these questions. But it is the thesis of my remarks today that whoever that somebody is, it should *not* be the business man. The cultural, spiritual, social, moral, etc., consequences of his actions are none of his occupational concern.... If what is offered can be sold at a profit (not even necessarily a long-term profit), then it is legitimate."

Levitt suggested it takes a "stronger stomach" to sell switch blade knives than antibiotics at prices so high the needy can't afford them. But—profit is profit.

The possibilities for "legitimate" profits are really enormous when you put your mind to it. Let us hope that somewhere along the line, Levitt-tutored students and business men also will pick up a little ethics not of the jungle.

Clyde Bedell,
Clyde Bedell Inc., Los Altos Hills, Cal.

• • •

Emphasis on TV Ads Instead of Programming Pleases Him

To the Editor: I am delighted to see Harry McMahan's articles appearing in Advertising Age. In the past, there has been so much attention paid to the program content of tv that the commercial content had to suffer.

At this particular time, when the emphasis seems to be to leave the programming to the networks and have the ad fellows get back to the commercials, I think it is most appropriate that all of the trade press emphasize the importance of the commercials that go on the air. After all, isn't that the prime function of our business?

Congratulations, and keep them coming.

John B. Lanigan,
Videotape Productions of New York, New York.

• • •

'Cannibalism' Is Not Answer to Ad Problems, Reader Says

To the Editor: On Page 4 of your Nov. 30 issue you have an ad by *This Week Magazine* called "The Prudent Man."

In this same issue on Page 12 you have a very hard hitting editorial: "Shall We Hang Separately?" The ad goes on to lessen the effectiveness of a competing medium. Your editor points out the harm which we can do to the advertising field by exploiting the weaker points of other media.

When will we realize that "cannibalism" is not the answer to continuing gains in advertising?

S. Bosin,
Sales Manager, Federal Advertising Corp., Paterson, N.J.

• • •

Poor Kitten Lost a Mitten

To the Editor: In the interest of finer photography, please refer to the photograph of Holly Ray on Page 121 of the Dec. 7 issue.

The least that the photographer might have done was to give little Holly Ray a pair of gloves to hide those unsightly fingers.

George W. Emerson,
Emeloid Co., Hillside, N. J.

• • •

'The New Yorker' Wears Its Success Poorly, Kameny Says

To the Editor: The rather self-satisfied comments of *The New Yorker* (AA, Nov. 23) anent success lead this reader to muse on the glory that was Greece and the grandeur that was Rome and the comforting thought that "this too, can pass." While one can't argue with success, I'm told, I have always been struck by the inability of *The New Yorker* to wear its success gracefully on its Ivy League shoulders.

Their salesmen do not see you, they grant you an audience; their advertising departments do not sell advertising, they accept it. While we won't discuss my personal experiences, I find that my colleagues share this impression that *The New Yorker* advertising department seems to have diligently built up. One is tempted to comment on the sharp contrast between *this* "sweet smell of success" and the manners of, say the *Post*, or other magazines who have also "gotten there."

I suggest that before *The New Yorker*, from its Olympian heights, decrees what advertising agencies might do to conform to *their* art and copy standards, it might very well examine the by no means Nobel Prize level of its own editorial pages. How many cartoons that never quite make the point, or dreary, interminable profiles, with miles of run-on sentences. I, for one, have always found *The New Yorker* advertising pages of more interest than its rather precious stories. But then, I only get to read the book at my barber. I never buy it!

Of course, I imagine advertisers have one recourse to surmounting the Alps beyond which lie *The New Yorker* advertising offices, rather than "cutting down on their space and spending more on art," as *The New Yorker* so sagely recommends. There *are* other magazines with "Welcome" mats out. Some of them even reach the same barber shops. I dare say that the economy won't be seriously affected by omission of *The New Yorker* from media schedules completely. Goods will continue to move. Because I imagine that the 500,000 readers that represent so crucial a segment of the market can be reached through other pages too. They *are* supposed to be quite a reading lot, I'm told. I do remember one piece of advice that my pappy was fond of giving. "Son," he'd say in his Bronx drawl, "humility is the one sure way to *keep* success."

Seymour Kameny,
Chairman of the Board, Kameny Associates, New York.

The Mysterious Case of the Singing Billboards

To the Editor: Music has charms for more than one harassed copywriter, it seems. We're sure we weren't the first to fall under its spell, but by golly, we're not the last, either.

Chevron opened its musical in April, 1959. But Del Monte's opera wasn't staged until December.

Those of us who work on the Chevron account here at Batten, Barton, Durstine & Osborn thought your readers might enjoy seeing both works revived in your Funny Coincidences department.

Remember: While Del Monte tomato sauce may fit any shape gas tank, Hy Finn definitely doesn't recommend it. He goes for it on meatballs, though.

William S. Stone,
Batten, Barton, Durstine & Osborn, New York.

We'd Say the EWRR Staff's Gimlet Eye Spotted a Trend

To the Editor: Thanks to the Creative Man for his kind comments on the Rose's lime juice ad (AA, Dec. 14).

He says, however, the ad "will succeed . . . because the time is ripe for what it has to sell" and thereby suggests we are merely taking advantage of the growing popularity of the Gimlet.

Fact is, L. Rose & Co. has been making every effort to foster this popularity. For the past few years, Rose's advertising for the Gimlet has appeared in West Coast newspapers. Last summer, we began national magazine advertising on the Gimlet. The ad the Creative Man refers to is one of a number of ads, similar in concept which have already run.

My question is, did we spot a trend or start one?

Gerald Miller,
Copy Chief, Erwin Wasey, Ruthrauff & Ryan, New York.

NATIONAL CATHOLIC FAMILY MAGAZINE

Put this active market place on your next schedule.

MARCH ISSUE CLOSES JAN. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

1949 10th 1959
anniversary
WOC-TV Ch. 6
Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
TV channel 6
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

FIRST

with READERS!

45.3% MIDWEST FARM PAPER UNIT
23.6% Farm Journal
17.7% Successful Farming
4.2% Capper's Farmer
A survey of 4,726 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

with COUNTY AGENTS!

45.3% MIDWEST FARM PAPER UNIT
18.6% Successful Farming
16.9% Farm Journal
3.2% Capper's Farmer
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

with DEALERS!

60.3% MIDWEST FARM PAPER UNIT
9.2% Farm Journal
8.8% Successful Farming
1.9% Capper's Farmer
Based on 7,726 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!

+37.8% MIDWEST FARM PAPER UNIT
Source: Farm Publication Reports Comparative Lineage 1948-1958.
Capper's Farmer (decreased page size in 1953) -47.5%
Farm Journal -26.8%
Successful Farming -25.2%

Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.

The UNITED STATES OF AMERICA

MIDWEST Farm Paper UNIT
WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N. Y. . . . 110 Sutter Street, San Francisco 4 . . . 159 South Vermont Ave., Los Angeles 4.

Beauty Care Habits Reveal Woman's Age, 'Redbook' Study Says

NEW YORK, Dec. 29—A woman may not tell her age, but her beauty habits do—according to a new survey by *Redbook*.

The survey shows that a woman's age is reflected in such details as how often she applies fresh makeup and how many different shades of lipstick she uses.

Younger women tend to apply makeup more frequently, try more new products, and use more shades of nail polish and lipstick. Older women use more creams, lotions and hair colorings, according to the survey, which is based on 5,512 mail questionnaires sent to *Redbook* subscribers.

In the younger group (18 to 34) surveyed, 68% put on fresh makeup two or more times a day, compared to 54% of the older group (50 and over). In another age-telling statistic, 43% of the younger women said they apply new makeup before their husbands come home, while only 32% of the older women said they do so.

■ The survey also showed that 81% of the younger women tried new beauty care products during the past year, compared to 65% of the older women.

While almost two out of five (38.4%) of all respondents used some form of hair coloring, the frequency of usage varied by age. In the younger group 7.5% said they "always" used some kind of hair coloring, compared to 20.6% of the oldest group. However, 28.8% of the younger women reported they "sometimes" use this type of product, against 20.7% of the older women.

In some ways age made little difference, however. All the respondents devote about the same amount of time each day to beauty care—a median of 45 minutes per day. And, regardless of age, only one out of four puts on any makeup before breakfast.

Additional information on the 75-page report is available from Harold Hutchins, drug and toiletry manager, at *Redbook*. #

'Journal' ROP Service Names O'Mara & Ormsbee

The *Milwaukee Journal* has named O'Mara & Ormsbee, publishers' representative, to handle the *Journal's* ROP Color Service. The representative will make special sales representations of the service to advertisers and agencies through its five offices in New York, Detroit, Chicago, Los Angeles and San Francisco. The *Journal's* color service supplies advertising and editorial r.o.p. color materials.

Brunswick Promotes Two

Milt Rudo, formerly vp and general sales manager of the bowling and billiard division, has been named vp in charge of marketing of Brunswick-Balke-Collender Co., Chicago. J. G. Thomas will take over Mr. Rudo's duties in the bowling and billiard division. Mr. Thomas was formerly branch manager of the Philadelphia office.

Vespa Seeks Dealers for New Car, Plans Advertising

Vespa Distributing Corp., New York, is running a campaign in *Automotive News* seeking dealers for the Vespa 400 automobile, a two-cylinder car said to give 60 miles per gallon of gas and selling for $1,080 at east coast ports-of-entry. The automobile is made by Piaggio, Italian manufacturer of the Vespa motor scooter.

Vespa Distributing plans to be using *The New Yorker, Scooter* and *Sports Illustrated* in its 1960 consumer advertising program. Herbert Joseph Co., New York, is the agency.

Crane Buys Two Companies

Crane Co., Chicago, has acquired two companies—National-U.S. Radiator Corp., Johnstown, Pa., manufacturer of heating and air conditioning equipment, powdered metals and special fabricated products; and Autronic division of Swartwout Co., Cleveland, maker of electronic controls. Swartwout Co.'s advertising is handled by Thomas R. Sundheim Advertising, Philadelphia; National-U. S. Radiator Corp. does not have an agency. Crane said no agency change was contemplated at this time. N. W. Ayer & Son, Chicago, is Crane's agency.

Curtiss, Quinlan Adds One

Preston Woodworking Machinery Co. Ltd., Preston, Ont., has named Curtiss, Quinlan, Keene & Peck, Indianapolis, to handle its account.

TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.

★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

TO OUR FELLOW UNIONISTS IN THE ENTERTAINMENT FIELD—
Below is the text of an advertisement which Local 802, American Federation of Musicians is running in New York newspapers. The practices referred to, and to which we object in the advertisement, can adversely affect employment in other branches of the entertainment field—if allowed to continue. We ask you to support us in our campaign.

"a species of fraud on the American public..."

TO THE TELEVISION AUDIENCE

The employment opportunities of professional musicians in the United States are being curtailed seriously by a growing, but little-known practice in many filmed network television shows. The same thing is also happening in motion picture production.

The music which you hear on these shows is made abroad at cut rates, at the expense of American musicians.

This practice has grown to alarming proportions, and has led Senator Wayne Morse of Oregon to introduce a resolution in the Senate demanding a Congressional investigation of the effects of these practices on employment for American musicians and other workers in the film entertainment industry.

The situation is not generally known. Sponsors and producers naturally would prefer that it should not be. However, it is becoming such a serious threat to employment opportunities that it has been branded by Senator Morse as *"a species of fraud being perpetrated on the American public by many American producers of film entertainment."*

The American Federation of Musicians, whose members would normally be employed to provide music for these shows at union wage scales, is initiating a national campaign of protest against these shows and their sponsors.

Local 802 is participating in this campaign and giving it full and vigorous support.

We feel that our cause is a just one.

We sincerely feel that we are not only fighting for employment which is rightfully ours, but we are also opposing a real threat to the perpetuation of Live Music in America.

We hope we may have your understanding, encouragement and support in our efforts.

The following television shows use foreign-made music:

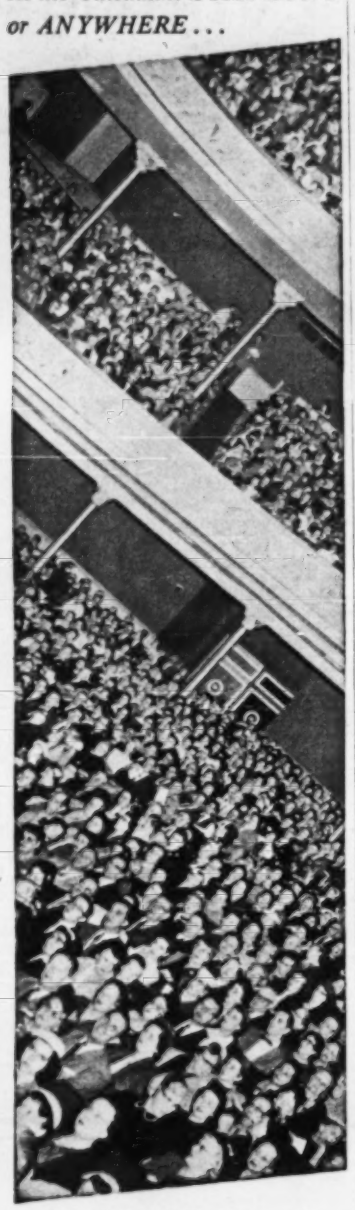
BAT MASTERSON
THE BLACK SADDLE
THE DUPONT SHOW
JOHNNY RINGO
LASSIE
THE LOCKUP
MAN AND THE CHALLENGE
MEN INTO SPACE
RICHARD DIAMOND
THE RIFLEMAN
ROBERT TAYLOR'S DETECTIVES
SEA HUNT
TALES OF THE PLAINSMEN
TOMBSTONE TERRITORY
WANTED DEAD OR ALIVE
WICHITA TOWN
ZANE GREY THEATRE

EXECUTIVE BOARD, LOCAL 802
AMERICAN FEDERATION OF MUSICIANS, A.F.L.-C.I.O.

Al Manuti
AL MANUTI, *President*

(THIS ADVERTISEMENT IS PAID FOR BY THE MEMBERS OF LOCAL 802 THROUGH ITS LIVE MUSIC PROMOTION FUND)

At the Cincinnati SYMPHONY or ANYWHERE...



Of all the folks you see from ABC Cincinnati...

7 OUT OF 10

read the

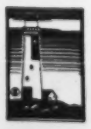
CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history...

267,672

The Newspaper that Spends the Evening with the Family



ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Judge Upholds Ruling Sealy Mattress Rival's Ads Meant to Mislead

DENVER, Dec. 29—The U. S. court of appeals here has upheld a court decision favoring Sealy Inc., Chicago bedding maker, in a suit against Wyandotte Mattress Co., Kansas City, over the latter's advertising and trademark motives.

In the suit, heard originally in a U.S. district court in Kansas City in July, 1958, Sealy alleged that Wyandotte's small-space advertising in *Life* (in which Sealy advertises heavily), together with the merchandising *Life* gave Wyandotte, "showed an intent on Wyandotte's part to palm off goods as those of the plaintiff."

▪ The suit also cited Wyandotte's mattress name, Proper-pedic, as "an attempt to delude customers" into thinking the product is the same as Sealy's Posturepedic.

The appeals court said, "Posturepedic and Proper-pedic carry similar impact upon the eye and the ear and carry similar connotations to the brain."

In addition, the appeals court found the $7,500 damages plus court costs awarded to Sealy by the trial court "justified and proper."

The decision gave Sealy its second appeals court victory this year. Last spring (AA, May 18), Sealy won a court ruling preventing Simmons Co., New York, from registering Baby Posture as a Simmons trademark. The court ruled that Sealy had a prior claim to the term. #

Maremont Mufflers Ready '60-Special' Drive

Maremont Mufflers will build its 1960 ad program around Phil Rizzuto's "Sports Time" show (CBS Radio), Mondays through Saturdays. Billed as Maremont "60-Special" program, the campaign will also include a series of dealer clinics, featuring a 40-minute color motion picture.

At the local level Maremont is offering wholesaler-installer advertising, featuring radio and tv spot announcements, theater screen ad films, and ad mats for newspaper insertion. The company also plans to expand trade publication advertising.

N. Y. Supermarts Sell Aspirin While Test Case Is Pending

Some of New York's larger supermarkets are selling aspirin while a test case to decide the validity of offering proprietary drugs in grocery stores is pending.

The state board of pharmacy said it isn't going to prosecute during pendancy of the case, but warned if the court holds that drugs can be sold only in registered pharmacies, the department will immediately begin prosecution of violaters who ignored the warning. The supermarkets argue that aspirin is a proprietary medicine and is non-habit forming.

Honeywell Names Randall

Dean B. Randall has been named director of advertising of Minneapolis-based divisions of Minneapolis-Honeywell. In two newly created positions Richard Crouser has been appointed advertising and sales promotion manager for the company's residential division, and Robert Ruff has assumed duties as advertising and sales promotion manager for its commercial and international divisions. Mr. Randall was formerly Minneapolis advertising manager. Mr. Crouser most recently was administrative assistant to the vp in charge of the residential division. Mr. Ruff has been ad manager of McCulloch Corp.'s marine products division.

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1959 billings information for ADVERTISING AGE's 16th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 560 agencies, including all agencies billing $5,000,000 or more in 1958.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Noble Gains Five Accounts

Noble Advertising, Mexico City, added the Mexican advertising portions of five accounts in December: Black Bear Gin; Revlon; J. P. Coats Co., British manufacturer of cotton threads; Pan American Standard Brands, and Roussel Laboratories, French maker of ethical and proprietary drug items. Total billing of the five new accounts is estimated at $1,040,000. Kenyon & Eckhardt formerly handled Coats; J. Walter Thompson Co. formerly handled Pan American Standard.

BMW Appoints Three

Brown, Mitchell & Wright Ltd., Vancouver, has appointed John Blundell, formerly copy chief of the agency, to the new post of creative director. Tony Parkin, copy chief of the agency's Calgary office, succeeds Mr. Blundell. Les Phillifant has joined the creative staff as a specialist in sales promotion.

Lincoln Tube to Clarke

Lincoln Tube Co., Chicago, has named Lester S. Clarke Associates, Memphis, to handle its account. The agency will provide a marketing-advertising-research function for Lincoln.

SYNDICATE

NOW BEING FORMED TO PURCHASE OFFICE BUILDING ON NEAR NORTH SIDE

One Block West of Michigan Avenue
for the establishment of an

ADVERTISING CENTER

MODERN BUILDING—125,000 sq. ft. of Rentable Space

Proposed co-operative venture under which a limited number of basic tenants will share in ownership. Owner-Tenants should be in a position to use from 5,000 to 20,000 square feet of space. Space will be available at various times between August 1, 1960 and July 31, 1961.

Syndicate limited to 10 owners, preferably future tenants, with a total equity of $350,000. Excellent financing has been arranged for balance.

Rental cost to tenant-owners approximately $2.75 a sq. ft. High yield, depreciation, tax advantages, security of ownership and enhancement potentials make this a particularly attractive proposal for the investment of a corporation or personal funds of corporation owners in a building housing your own offices.

This property, situated 1 block west of Michigan Avenue near the Upper Michigan Avenue Shopping Center, makes this an ideal location for:

Accounting Firm	Newspaper Rep
Advertising Agency	Publishing Rep
Art Studio	Real Estate Office
Association Headquarters	Research Organization
Film Sales Service	Restaurant
Film Studio	TV and Radio Rep

For further information, consult:

Roy H. Krueger
BROWNE & STORCH, Inc.
919 North Michigan Avenue
WHitehall 4-7373

'Scandal' at FCC Is 'Imagined' by Critics: Doerfer

(Continued from Page 1)

ly to radio-tv, indicate that courts are changing their views.

■ He urged the audience to consider the great number of fine programs that have come out of the existing arrangement in the radio-tv industry. Stressing the dangers to freedom which come from following those who are for strong government regulation, he said that without specific statutory authority, it seems best to confine FCC's activity to such areas as fraud, obscenity and lotteries.

By contrast, Sen. William Proxmire (D., Wis.), another panel member, argued that FCC already has power, authority and congressional support to go ahead with tougher renewal procedures.

In the question period, tension rose when Sen. Proxmire quoted from a *New York Times* report by Anthony Lewis which said that lawyers who practice before FCC have no respect for it.

Called upon for his comment on this story, Chairman Doerfer said that "anonymous charges aren't worth the paper they're written on. I talked with one of these people who had been to an investigating committee," he commented, "and the man said to me, 'You're lousy when I lose; you're great when I win.'

■ "When I asked him if that is what he had told the committee he said, 'I only told them the first part. I had lost a case the day before."

After contending that the scandal is only in the minds and imaginations of people who are afraid to stand up and be cross questioned, the chairman said every commissioner, regardless of party, has been handicapped by uncertainties over the meaning of the FCC act.

"The reason there have been no revocations since 1932, regardless of administration," he said, "is because there is no clarity, no specificness, no definitions."

In a warning against hasty action at this time, he told the audience, "Freedom is lost in moments like this. Beware of those who want to protect the public from ideas they hate."

Returning to the source of FCC's current troubles, he lodged the charge that criticism comes from newspapers which lost out in license cases: "27% or 28% of the stations were in the hands of newspapers when I came here seven years ago," he said, "and it is still about 25%.

■ "The commission is carrying on in its same tradition. It isn't perfect. But look at the end result. Compare our radio-tv service with what you will find anywhere else in the world. What burnishing it needs we can accomplish through meetings like this.

"Freedom once lost can hardly ever be retrieved in a lifetime."

Earlier in his initial discussion he contended that the Communications Act assumes a private, competitive system. The law says the commission must consider citizenship, financial and technical qualifications and good character. It also says the commission must consider "the public interest, convenience and necessity," he pointed out.

In drafting a decision on future licensing policies, individual commissioners must satisfy their minds on the relationship of public interest and the inhibition in the law which bars censorship, he explained.

■ Enforcement of guides such as those proposed in the commission's "Blue Book" of 1946 would be complicated and meaningless, he contended. Logs submitted by stations would provide statistical information, which could not be evaluated without actually monitoring the stations to find out what they were doing, he said.

Shakespeare would be classified under "entertainment," he explained. "We would have no way of identifying it from a statistical log." Logs would provide no way of identifying fine sponsored educational programs like "Our Mr. Sun," he added.

With 60,000 hours of broadcasting per day, he pointed out, the commission would be overwhelmed.

Drawing on his foreign travel, he said the U.S. has more high class programming than any other country.

"True, I should add we have more mediocre programming, too. Nevertheless we have a choice. Once the FCC starts regulating specific programs, we start down a road from which there is no turning back," he said.

■ Sen. Proxmire said tv and radio have moved goods, provided entertainment and attracted public attention, but have not served the public interest adequately.

He urged FCC to emphasize the need for more educational and cultural programming in prime hours. In handling renewals, he said the commission should demand honest compliance with programming schedules and impose penalties short of revocations, "such as suspending the right to carry commercials for 30 days." #

Broadcasters' Woes May Aid Print Media in '60, U.S. Predicts

WASHINGTON, Dec. 31—Periodicals—consumer, business and farm publications—had a 9% gain in advertising volume in 1959, and they are likely to have another 9% to 10% gain in 1960, according to the year-end forecast of the Department of Commerce.

For the periodical publishing industry, 1959 was a banner year, the experts in the department's printing and publishing division reported, with advertising volume totaling $1,440,000,000. In the coming year volume ought to reach $1,580,000,000—assuming continued growth of the total economy.

■ "It is also possible," the forecast said, "that additional benefits may accrue to periodicals and other print media as a result of problems confronting broadcast media."

Consumer magazines, up 8%, had the biggest linage gains in all classifications except fashion magazines, which were up only 1%. Farm publications were also up 8%, and business publications 9%.

■ Circulation and advertising rates are expected to continue upward also, the summary said.

The estimate that revenues of periodicals will reach $1,580,000,000 is based on the assumption that total advertising expenditures in 1960 will top $11.8 billion. #

Armstrong Elects Warnock

M. J. Warnock, vp of Armstrong Cork Co., Lancaster, Pa., whose responsibilities have included general supervision of finance, advertising and employe and public relations, has been elected senior vp and a member of the board of directors.

Last Minute News Flashes

'Business Week,' NL&B Agree to Separate

NEW YORK, Dec. 31—*Business Week* and Needham, Louis & Brorby have parted by mutual agreement. At *BW* an executive said, "It was just not economic for an agency of that size to handle an account such as ours." No new agency will be appointed for at least three months, it was said. During that period the McGraw-Hill weekly will place its own advertising.

Outdoor Volume Seen Up 15%; Other Late News

• **Outdoor advertising** contracts booked for 1960 campaigns are now 15% bigger in volume than a year ago, according to Felix W. Coste, president of Outdoor Advertising Inc.

• **Douglas A. Cornwell,** formerly in the market development department of Compton Advertising, New York, has joined Doherty, Clifford, Steers & Shenfield as account executive on the George Wiedemann Brewing Co., which recently moved from Tatham-Laird to DCS&S.

• **Jack G. Thayer,** general manager at WHK, Cleveland, has been given the additional title of a vp of the parent company, Metropolitan Broadcasting Corp.

• **Gerald Popper,** formerly with Batten, Barton, Durstine & Osborn, Chicago, has been named radio sales promotion manager of WBBM, Chicago.

• **Marsteller, Rickard, Gebhardt & Reed,** New York, has resigned the *Petroleum Week* and *National Petroleum News* accounts. Both publications are published by McGraw-Hill.

• **Dow Chemical Co.'s** agricultural chemical division will use about 4,000 newspapers, mostly weeklies, in 1960 to promote its weed killers, soil fumigants, anti-pest sprays and Polyfilm, a new product. The push, handled by MacManus, John & Adams, will be heavily merchandised.

• **Wright A. Nodine** has joined Fitzgerald Advertising, New Orleans, as account executive on Wesson oil. He formerly was a vp at Geyer, Morey, Madden & Ballard, New York

• **Harry A. Hebberd Jr.,** formerly with Geyer, Morey, Madden & Ballard, New York, has joined Tatham-Laird as merchandising manager.

• **Mogul Williams & Saylor,** New York, has appointed Milton L. Price an account executive and Mrs. Jeanne Fisher director of its home economics department. Mr. Price was formerly new products brand manager with Helene Curtis Industries, Chicago; Mrs. Fisher, a food consultant, was food editor of the NBC "Home Show."

• **Philip H. Schaff Jr.,** exec vp for administration and finance, Leo Burnett Co., Chicago, has been elected treasurer of the agency, succeeding E. Ross Gamble, who retired Dec. 31 (*see picture on Page* 2).

• **John H. Rolfs,** assistant general manager of Guild, Bascom & Bonfigli, San Francisco, has been elected treasurer. Prior to joining the agency in 1954, he was with Time Inc.

• **Stanley Evans,** senior account executive on the American Tobacco Co.'s Herbert Tareyton cigarets and Roi-Tan cigars at Lawrence C. Gumbinner Advertising Agency, New York, has been elected a vp.

• **J. E. Bouillet,** for the past 15 years with N. W. Ayer & Son, Philadelphia, and before that with the *News-Sentinel*, Fort Wayne, Ind., has joined the creative staff of Charles W. Hoyt Co., New York.

• **Sunbeam Corp.,** Chicago, has notified distributors of its electric appliances (except on the West Coast) that, effective Jan. 4, only dealer advertising that omits all prices will qualify for reimbursement under the company's co-op ad plan. The objective, Sunbeam said, "is to place emphasis on the powerful Sunbeam quality image, rather than on ridiculous pricing." (Earlier this year General Electric Co. told distributors of its housewares and receivers that it would no longer share the costs of cooperative advertising with dealers who sell GE products below a level of 10% to 15% under suggested retail prices.)

• **George W. Hayden,** formerly a pr account executive at Batten, Barton, Durstine & Osborn, has joined Gaynor & Ducas, New York, as an account executive.

• **Anthony Hyde,** independent management consultant and former McCann-Erickson vp, has joined Robert C. Durham Associates, New York, as senior vp and senior management consultant. Mr. Hyde resigned recently from McCann-Erickson, where he was vp in charge of planning and development. Before that he was president of the Tea Bureau and executive director of the Tea Council.

• **Julian Freirich Co.,** meat packer, and R. T. French Co., importer of Colman's English mustard, have tied in for a month-long corned beef and mustard sauce promotion, starting Jan. 18. Freirich is introducing a family-size package of its "delicatessen style" corned beef with a free offer of Colman's mustard, plus a mustard sauce recipe booklet. Newspaper ads of 600 and 250 lines are scheduled in New York, plus radio participations. Ben B. Bliss Co. handles Freirich; J. Walter Thompson Co. is the R. T. French agency.

• **New York State Democratic Committee** has appointed Fred Gardner Co. its agency for the 1960 campaign. It did no advertising in 1959; in 1958 the committee's advertising was handled by Kastor, Hilton, Chesley, Clifford & Atherton.

• **Len Carey** has reportedly resigned as a vp and account exec at Batten, Barton, Durstine & Osborn to join C. J. LaRoche & Co., New York, as exec vp, a new post.

• **E. F. MacDonald Co.,** Dayton incentive planning company, has been named in an anti-trust complaint filed in a federal court in Ohio charging the company with making exclusive deals with its merchandise suppliers to prevent competitors from buying the same merchandise. MacDonald's sales are $27,000,000 a year, more than 70% of the market, according to the complaint.

• **Lady Esther** division of Chemway Corp., which last week named Cohen, Dowd & Aleshire, New York, to handle its advertising, will test a new, unidentified cosmetic product in several markets, using print and broadcast media. Several other new products will be introduced during the year, and the entire Lady Esther packaging will be redesigned. Lady Esther face powder is already in its new package.

U.S. May Seek Net Licensing, More FTC Power

(Continued from Page 1)

ing foods, drugs, cosmetics and devices, in appropriate instances use existing power permitting action against the broadcaster as well as the advertiser, (2) institute an industry-wide investigation of radio-tv advertising to determine the extent of false and deceptive practices—whether in the form of commercials, false demonstrations or otherwise—to stimulate sales of products, and (3) call a trade practice conference to draft a broadcast advertising industry guide.

• **For FCC:** (1) More intensive scrutiny of past performance in connect n with license renewal, including spot checks in depth comparing performance against promise, (2) draft rules requiring stations and networks to guarantee the honesty of their programs, with a provision calling for warrantees from program packagers to cover liquidated damages and (3) new rules to assure disclosure of payola.

■ Undertaken on the President's order at the height of the tv quiz scandal, the report says there can be no doubt FCC and FTC have ample authority to deal with deception in broadcasting and broadcast advertising without approaching censorship. FCC certainly could have conducted the same investigation that the House committee on legislative oversight has conducted, it said.

The attorney general complains that disclosures recently made with respect to certain advertising and other practices "indicate that naked selfishness, rather than factors of public service, has all too often been the principal motivation for much of the matter that has been broadcast."

The recommendations for possible legislation to license networks and expand FTC's use of injunctions was not mentioned in the attorney general's personal letter of transmission and appeared only on the last page of the main report.

■ With respect to injunctions, it noted FTC's current power applies only to food, drugs, devices and cosmetics. "An unscrupulous advertiser may continue deceiving the public with impunity and with profit, pending the final outcome of long and involved administrative proceedings and judicial reviews which are a matter of right," he said.

"Accordingly, consideration should be given to legislation which would extend the FTC's authority to institute temporary injunctive proceedings, pending issuance of a cease and desist order, to all false and deceptive advertising. . ." #

Faked Auto Glass Ad Dropped: GM

(Continued from Page 2)

glass used in the manufacture of its automobiles" and said pictures in advertisements it disseminated gave a "fair and truthful portrayal of what they purported to portray."

L-O-F has yet to file its answer.

Reporting that the challenged ad was voluntarily discontinued before FTC's investigation started or its complaint filed, GM said, "Everything that could be accomplished has already been accomplished by voluntary good faith discontinuance." #

AFM Ads Flay TV Program Use of Foreign Music

(Continued from Page 2)
ican musicians and other workers in the film entertainment industry."

■ Network and syndicated television shows specifically named in the ad as users of foreign-made music are "Bat Masterson," "Black Saddle," "Du Pont Show," "Johnny Ringo," "Lassie," "Lockup," "Man & the Challenge," "Men into Space," "Richard Diamond," "Rifleman," "Robert Taylor's Detectives," "Sea Hunt," "Tales of the Plainsmen," "Tombstone Territory," "Wanted Dead or Alive," "Wichita Town" and "Zane Grey Theater."

In New York, Local 802's ad, which started running this week in 15 newspapers and business papers, did not mention the networks, sponsors or producers involved—except in one case where the sponsor's name appeared in the title of his show.

Local 802's print campaign cost approximately $15,000. George Knoerr & Associates is the agency.

Herman Kenin, president of AFM, asked the support of 700 locals in the U.S. and Canada in the drive. He expressed a hope that Sen. Morse's resolution would eventually bring relief, but he said that the musician, meanwhile, "must help himself by every legitimate means at his disposal."

■ Locals in Los Angeles, Chicago, Cleveland, Philadelphia and Washington are expected to join in the drive. The AFM urged all locals to buy tv time adjoining shows under attack for using imported music, but no video time has been purchased to date. It is not expected that any stations would find such advertising acceptable.

In his letter to the Rep. Oren Harris (D., Ark.) congressional subcommittee sent several weeks ago, Mr. Kenin asked the group to investigate the practices which, he said, deprive musicians of gainful employment. Mr. Kenin wrote: "It is our studied conviction that the Federal Communications Commission has shown a glaring indifference to the true public interest by allowing the television industry (networks, tv film producers, broadcasters and sponsors) unfettered license to utilize, without any identification, 'canned' foreign music in otherwise wholly American shows designed to sell American products to the American public.

■ "Let me hasten to add that we have no objection whatever to the presentation of true cultural musical programs by foreign artists either in person or by recording. It is only the specious, unlabeled foreign music against which we protest.

"But this is only a part of the depressing picture. Every radio and tv licensee pledges in its FCC license application that a certain percentage of its programming will be devoted to live, local talent. These pledges are renewed every time the FCC renews the license. Yet, despite these repeated commitments to gear programs to the community needs and despite the flagrant breach of those commitments, the FCC has never revoked, suspended or refused to renew a single license for these derelictions.

"You are, I know, aware that some 90% of radio air time consists of 'music,' with hardly a single musician being employed in that industry. Radio and tv stations, in callous disregard of their pledges in their original and renewal license applications, have abdicated their responsibility to the disc jockey and the network!"

■ Mr. Kenin will push the AFM's complaint when he appears before the FCC next week.

Al Manuti, president of Local 802, New York, said: "One of the bitterest aspects of the entire situation is that among these advertisers are some of the largest and wealthiest businesses in America, whose advertising budgets amount to millions of dollars annually. Live music for their tv shows would be the smallest item of cost. Yet in order to save a few dollars on each show they go to cheap foreign-made music."

On the other hand, George Knoerr, president of the agency for Local 802, said that probably some of the advertisers and agencies are not aware that their shows are using imported music. It is AFM's intent, he said, to make everyone aware of the situation and perhaps even to enlist the support of other labor unions.

Mr. Knoerr expects the New York local and perhaps some of the others to use additional advertising space. Local 802 has supplied its members with post cards and suggested messages to be sent to the sponsors of five of the shows against which the complaint has been lodged.

The postcard barrage will be directed against General Foods ("Zane Grey Theater"), Sunshine Biscuit Co. ("Tales of the Plainsmen"), P&G ("The Rifleman"), Block Drug Co. ("Richard Diamond") and DuPont (the "DuPont Show with June Allyson"). #

Publicity Would Inhibit Testimony on Taxes: Latham

(Continued from Page 2)
be subject to the risk of violating this criminal provision."

■ A spokesman for the House subcommittee on government information, under the chairmanship of Rep. John Moss (D., Cal.), reported today that a similar explanation had been received from the commissioner in response to an inquiry which Rep. Moss had submitted with respect to secrecy at IRS. The commissioner also sent copies of his letter to the senior majority and minority members of the House ways and means committee and the Senate finance committee.

■ On receipt of the commissioner's refusal, Stanley E. Cohen, AA's Washington editor, replied to Mr. Latham: "In raising this issue I was not unaware of the considerations which have been cited in the past to justify secrecy. But one does not have to be either a lawyer or an administrative expert to see that quite a range of possibilities exist between a policy of 'no disclosure' and a policy of 'disclose everything.' My purpose has been to get this before you in the belief that you would recognize that legitimate needs of the press and legitimate needs of tax administrators are not necessarily as mutually exclusive as IRS has assumed in the past." #

Nahas-Blumberg Promotes

Nahas-Blumberg, Dallas, has promoted Dodds I. Buchanan to agency manager. Mr. Buchanan will continue as account executive and director of marketing research. Helen McCarthy has been added to the agency's copy department and Edith Sall has been named executive secretary.

DID J'EVER HEAR OF JERVIS?
Jervis? Very big in plumbing. Make the famous INDEX hardware, y'know
Big in boating, too. Only line of marine hardware with two coats of nickel
DID J'EVER HEAR OF JERVIS?
Jervis? Appliance hardware, naturally. World's largest!
Building products people, I'm told. Have a new window that's wood inside, aluminum outside. Revolutionary!
DID J'EVER HEAR OF JERVIS?
Jervis? Automotive folk. Nearly all the new models are wearing Jervis trim
Aircraft, I think. Very secret, of course. Has to do with Weldments
JERVIS

DID J'EVER?—*Jervis Corp., Grandville, Mich., will run six two-column ads in the Wall Street Journal in January and February emphasizing that it makes hard goods for many industries, not just appliance hardware. The ads, beginning Jan. 5, will carry copy coinciding with product shows: the New York boat show Jan. 13 (ad on left), the National Assn. of Home Builders show beginning Jan. 19 (center ad) and the International Automotive Service Industries show Feb. 10-13 (ad at right). Bonsib Advertising, Fort Wayne, Ind., handles the account.*

Burnett Noses Out McCann in Crystal Gazing Derby; Sees Ads at $20 Billion Level by '68

(Continued from Page 1)
population will be expanded by only 15% to 17%.

• There may be a shift from product-oriented to line-oriented advertising in foods, enabling major products in a line to help carry minor or new products along.

• Advertisers will lean more to the brand manager setup for more coordinated advertising, merchandising and selling.

• Agencies will work still closer with advertisers in marketing planning. Agency-client liaison in general will become closer, but there won't be any major changes in the nature of the relationship between the two.

• The creative man will continue to be a key member of the agency marketing team. His role will be more important, according to Mr. Burnett, because "as agencies increase and sharpen their marketing services and more completely departmentalize themselves, they run the risk of a logical but very sterile bunch of marketing strategies and copy platforms. Organization can never take the place of inspired ideas that come out of the heads of people." #

Adcraft Club's Robinson Retiring; Wilson Moves up

Loren T. Robinson, 34-year veteran of Campbell-Ewald, Detroit, who took over as executive secretary of the Adcraft Club of Detroit in 1956, retired from that post Jan. 1. The club, one of the largest

Loren Robinson

Lee Wilson

adclubs in the country, has about 1,500 members.

Succeeding Mr. Robinson as executive secretary is Lee H. Wilson, since 1954 assistant secretary of the club. Mr. Wilson was a vp of James E. Chapman Co., a pr agency, before joining the Adcraft Club. He has also been editor of *Adcrafter*, the club's weekly publication.

(Continued from Page 1)
ume should exceed $16 billion, or more than 60% above its current rate. By 1970, volume could well exceed $20 billion, or more than double present volume. Here again it is worth noting that the estimates do not take account of inflation. Assuming a general advance in the price level at 2% a year, total advertising volume in 1970 could well exceed $25 billion. #

Donohue Succeeds Wells at Agate Club

CHICAGO, Dec. 30—The Agate Club, magazine representatives' association, which calls itself the oldest advertising club in the U.S., elected officers for 1960 today, with Michael A. Donohue, *Reader's Digest*, taking over the presidency from J. Sturgis Wells, of *Time*.

M. R. McDonald Jr., *McCall's*, was elected vice-president; Orrie Wernecke, Curtis Publishing Co., treasurer; Barrett Mason, *Life*, secretary, and Jack Reynolds, *U. S. News & World Report*, assistant secretary.

In addition to their annual contribution to the Off-the-Street Club, the magazine men voted to establish a scholarship in advertising and marketing at Northwestern University, effective with the beginning of the school year next September. #

Dean Named Ad Director in DuPont Exec Realignment

In a realignment of administrative executives, E. I. du Pont de Nemours & Co., Wilmington, has named J. Edward Dean director of the advertising department, succeeding F. A. C. Wardenburg, who has been appointed director of the traffic department. Robert R. Smith succeeds Mr. Dean as director of sales of the film department.

Mr. Dean, who joined Du Pont in 1927, has been sales director of the film department since it was organized in 1950.

Klepfer Joins 'Rotarian'

Lawrence S. Klepfer, formerly assistant advertising manager of *Wallaces' Farmer* in Des Moines, has been named advertising manager of *The Rotarian* and *Revista Rotaria*, published by Rotary International, Evanston, Ill., effective Jan. 4.

Ziesing Off to See World, Retires After 30 Years with 'Journal'

PHILADELPHIA, Dec. 31—Richard Ziesing Jr. is one man who doesn't plan to sleep late and putter around the garden when he retires. Not right now, anyway.

Mr. Ziesing, who retires as vp of Curtis Publishing Co. and advertising director of *Ladies' Home Journal* Jan. 1, will leave almost immediately for a lengthy and colorful trip around the world. He and his wife Eleanor plan to visit Honolulu, Japan, Thailand, Vietnam, India, Jerusalem, Greece, Italy, Austria and France.

Richard Ziesing

"There is only one way to retire," he says: "Keep busy."

Keeping busy is nothing new to the man whose vigorous leadership during more than 30 years has profoundly influenced the *Journal's* position among women's publications.

■ He joined Curtis in 1928 as an advertising representative for the *Journal*. In 1935 he became advertising manager and in 1954 he was appointed vp and advertising director.

The *Journal* was in second place among women's books in 1935 with a circulation of 2,605,000. By 1954, circulation had increased to 4,913,512. Now at the end of 1959, the magazine has reached an all-time high of 6,000,000, a total increase of 130% since 1935.

■ Mr. Ziesing played an important part in the development of the now famous "Never underestimate the power of a woman" slogan. It originated at N. W. Ayer & Son in 1941 as a direct result of Mr. Ziesing's own determination to find an effective way to dramatize the economic power of American women. After many conferences with him, an Ayer copywriter and artist came up with the "Never underestimate" idea, which Mr. Ziesing bought instantly.

Mr. Ziesing is optimistic about the future of magazines, particularly in the women's field.

"The tastes and interests of American women, as I see them reflected in the advertising pages of the *Journal*, have become increasingly broad and sophisticated. The future of women's magazines is unlimited," he says.

■ Mr. Ziesing's own early business career provided him with the same sort of broad background he advocates for young men today. It included service with the *Cleveland Leader*, Anticosti Lumber Co., Grasselli Chemical Co., and Fuller & Smith & Ross. At the latter, he was appointed vp and head of media plans.

Born in LaSalle, Ill., in 1895, he was educated at the University School, in Cleveland, and at Princeton University.

When he returns from his trip around the world, he will more or less retire, devoting himself to interests and hobbies such as golf, reading, fishing and gardening.

"I'll have to spend lots of time trying to keep tabs on numerous children and grandchildren," he says, "except, of course, during the duck hunting season." #

Hoffman Joins Carborundum

Paul E. Hoffman, formerly with Westinghouse Electric Co., has been appointed account supervisor in the advertising branch of Carborundum Co., Niagara Falls, N.Y.

Both Haverhill Dailies Anti-Trust Violators: Judge

(Continued from Page 2)

Newspapers of New England Inc., and several other newspaper companies. The judge also ruled simultaneously on the $3,000,000 counterclaim by the *Gazette* against Union Leader Corp.

■ Judge Wyzanski said the evidence in the nine-day trial showed Union Leader Corp. violated the Sherman Act by joining with striking union printers of the *Gazette* and, in another instance, by joining with eight Haverhill merchants in moves designed to induce advertisers to boycott the *Gazette*.

His 42-page decision dismissed Union Leader Corp.'s suit against Newspapers of New England and its various newspaper members and their executives, also named as defendants. This left the *Gazette* as the sole defendant against which Union Leader Corp. can press its damage claims.

He found no evidence of any attempt to monopolize in the formation of NNE, or in its acquiring or operating the *Gazette*. He ruled the formation and function of the new corporation didn't involve the company, its officers or its stockholders in any violation of the Sherman Act or the Clayton Act.

■ Judge Wyzanski ordered that neither the *Gazette* nor the *Journal* may "make or collect any charge for advertising" in the future except "in strict conformity" with publicly announced rate schedules. Each newspaper, he ruled, must publish the full schedule in its own columns or post them in a conspicuous place at its offices.

He said that in Union Leader Corp.'s relations with the *Gazette's* striking printers, when Mr. Loeb began publishing a shopping news before launching the *Journal*, "there is some evidence of Union Leader Corp.'s exclusionary intent and of its resort to forbidden restraints of trade."

The judge said: "When union representatives and Union Leader representatives together called upon a merchant, and the union man asked the merchant to boycott the *Gazette* and the Union Leader man asked the merchant to advertise in the Union Leader shopper, this was in effect a joint appeal by the union and Union Leader Corp. to boycott the *Gazette*.

"Such a group boycott organized by one of two competitors in a market was a *per se* violation of Sec. 1 of the Sherman Act, and proved that Union Leader Corp. attempted to monopolize the market in violation of Sec. 2 of the Sherman Act."

■ Also, the judge said, "More extensive evidence of Union Leader Corp.'s resort to forbidden restraints of trade was found in its relations with the eight Haverhill merchants" named in the *Gazette* counterclaim.

Mr. Loeb, according to evidence at the trial, began paying the eight merchants $50 a week each in May, 1958, and has paid them this amount ever since, as "consultants" to the *Journal*, boosting its interest by encouraging other merchants to advertise.

These $50 weekly payments, Judge Wyzanski said, were made to enlist their services in boycotting the *Gazette* and to induce them to advertise exclusively in the *Journal* and influence others to do likewise.

He ordered the payments stopped. He also ordered rescinded the "advisory" agreement between Mr. Loeb and the eight merchants. Under the agreement the eight would receive large sums for being "consultants" during the next 20 years if and when the *Journal* became Haverhill's sole newspaper. It was reached when Mr. Loeb still sought to buy the *Gazette*.

■ Judge Wyzanski directed both the *Gazette* and Union Leader Corp. to prepare schedules of the "precise damages" each contends it suffered through discriminatory advertising practices. "If, in the light of this opinion, any other types of damages are recoverable they may also be listed," his decision added.

Except for possible recovery of these damages, and their trebling, plus the award of attorneys' fees, "all other relief sought by either the complaint or the counterclaim is denied," the decision stated.

Finally, Judge Wyzanski ordered both the *Gazette* and Union Leader Corp. to stop trying "in any way to monopolize the market in Haverhill for daily local newspapers of high quality." #

Ad Linage of Dailies Up 6.5% for First 11 Months of 1959

NEW YORK, Dec. 29—Newspaper ad linage in November totaled 259,508,865 lines, up 2.6% over November, 1958, according to a Media Records check of newspapers in 52 cities. Linage in the first 11 months of the year totaled 2.6 billion lines, up 6.5% over the like period last year.

Biggest gains in November were reported in financial and classified categories. Financial, at 4,285,670 lines, was up 16.7% while classified, at 59,382,058 lines, scored an 11.5% increase for the month. These were followed by small gains in retail (up 2.8%) and total display (up 0.3%).

Losses in November were reported in the automotive classification, down 28.1%, and in general classification, off 1.1%. #

Omega Sues Peko to Protect Lipstick

Omega Mfg. Co., Los Angeles, has filed a suit in Los Angeles superior court for $2,000,000 and an injunction against Peko Corp., a Montana company, Joseph Pepin, and three individuals, to protect its roll-on lipstick now being sold under the Richard Hudnut brand name of Lip Quick.

Omega alleges in its complaint that it has an exclusive license from Joseph Pepin to manufacture and sell a roll-on lipstick, which the company leased out to Warner-Lambert, under the Richard Hudnut name. Omega's suit holds that Mr. Pepin and the other defendants have conspired to sell a similar lipstick in competition with Omega and Lip Quick.

CBS-TV Boosts Dorfsman

Louis Dorfsman has been named creative director of sales promotion and advertising for the CBS-TV network, New York, succeeding the late William Golden. Mr. Dorfsman, who has been with CBS for 13 years, resigned as advertising and promotion vp for the CBS radio network to accept the tv post. He will report to John Cowden, vp for information services.

Littman Not with Faulkner

In reporting the merger of Don Kemper Co. with Williams Advertising in New York last week, ADVERTISING AGE incorrectly stated that Rudi Littman, former Williams vp, left the agency with Paul Faulkner to form Faulkner Advertising. Mr. Littman did leave Williams about the same time as Mr. Faulkner but he had nothing to do with the formation of Faulkner Advertising.

MENTAL MENTOR—*Max Shulman, who played the role of coach in the Marlboro commercials on the telecast of the New York-Baltimore championship pro football game, appears here with two of his hearties. As shown here, Mr. Shulman stood on a box in the tv ad. His jersey carried the PM monogram of Philip Morris Inc.*

No Single Component of Ad Business Can Cleanse It, AFA Replies to Cone

(Continued from Page 2)

to do better" brought concurrence from AFA, which added, "Every individual, company and association is going to have to do better."

It disagreed, however, with Mr. Cone's contention that "the amount of dishonest advertising is large and is not diminishing."

"Our observation," said AFA in a statement signed by C. James Proud, president, "would lead us to believe that events of the past few weeks have had a tendency to sweat a bit of deceit and puffery out of some claims. Most advertisers are taking a long second look at their advertising copy.

"The Advertising Federation of America," said that body's statement, "has no need to apologize for its continuing espousal of its crusade for truth and good taste in advertising since the very beginning of its organization in the first decade of this century. Advertising is far cleaner today because of AFA's never-ending fight, but we must confess that the crusade has been something less than a complete success, or our industry would not be under the cloud that it is."

■ Advertising, said AFA, "is suffering from the divisiveness of its multiple interests. It cannot solve its problems until these many split interests realize that 'united we stand, divided we fall.'

"Advertisers, agencies and all media are in a dangerous plight," Mr. Proud's statement continued. "It does no good for one to blame the others. Each has a basic responsibility, and I believe it can be spelled out quite simply as follows:

"1. Advertisers—The advertiser who dictates advertising policies and who must sign and approve copy, must exercise original censorship control over all advertising.

"2. Agencies—This creative group must exercise honest judgment in good taste and truthfulness before copy is ever submitted to the advertiser. The government has indicated a disposition to punish the agency as well as the advertiser where facts warrant it.

"3. Media—All media must use the same kind of enlightened leadership as those media which presently review advertising copy before acceptance. Again, immediate income must be made a secondary consideration to the serious damage which a fraudulent advertisement will have on the medium's reputation.

"4. Associations—In further agreement with Mr. Cone's statement, here is a role of leadership which all associations in advertising can and must exercise. Each organization—media or business—should insist on strict discipline of its membership insofar as the anti-trust laws will permit it."

The AFA emphasized that any program aimed at cleansing advertising "must be based on enlightened self-interest." It added that this theme "must be stressed" at every ad group meeting in coming months. #

DRIVE A BARGAIN WITH DX REGULAR
THE FIRST REGULAR GASOLINE TO GIVE YOU UPPER-CYLINDER LUBRICATION
THE ONLY REGULAR GASOLINE SOLD ON A WRITTEN MONEY-BACK TRIAL BOND THAT GUARANTEES YOU MORE MILEAGE, MORE POWER AND IT'S NOW NON-ICING TO PREVENT WINTER STALLING
DX

VERSATILE—*D-X Sunray Oil Co., Tulsa, is using full-page ads like this in a 14-state area to point up the economic advantages in using DX regular gas in an American "compact" or small foreign car. Aerial view shows the variety of cars using the regular gas.*

Babbitt Buys Honegar Rights

B. T. Babbitt Inc., New York, has purchased all rights to Honegar, a combination of natural honey and apple cider vinegar made in Hartland-Four Corners, Vt., and will move it into limited national distribution early next year. Local advertising will run initially with national ads planned after full national distribution is achieved. Babbitt said Honegar is the first of a group of new products to be introduced in 1960.

Granger Heads Chicago IAA

Fitzhugh Granger, International Harvester Co., has been elected first president of the new Chicago chapter of the International Advertising Assn. Other officers are Eugene LaSota, Simoniz Co., and Robert Cutler, National Export Advertising, vps; Richard N. Murray, *Reader's Digest*, secretary, and Gordon Blair, *Popular Mechanics*, treasurer.

McKim Adds Toronto Macaroni

Toronto Macaroni & Imported Foods has named McKim Advertising, Toronto, to handle advertising of its spaghetti sauce, pasta and specialty foods products. The account was last with Breithaupt, Milsom (in Ontario) and Schneider Cardon (in Quebec).

Shulman, Grid Stars Sell on TV for Philip Morris

BALTIMORE, Dec. 30—One non-sports expert has voiced the opinion that the New York Giants didn't do so well in their championship battle with the Baltimore Colts here last Sunday because they were too tired out from making commercials for Philip Morris Inc.

Featured in the taped tv commercials on NBC along with five Giant players, who sell Marlboro and Philip Morris cigarets during football's off-season, was Max Shulman, author of the Philip Morris sponsored "Dobie Gillis" tv series. Emphasis was on the light touch, with Mr. Shulman becoming hopelessly entangled as he sought to do everything from explain a complicated gridiron play to lead a spirited band comprised of three old men.

The uniformed players from time to time helped him to put across a sales point for one or another of the PM brands. For the most telling demonstration, he teamed up with punter Don Chandler, who had no trouble at all crushing the "crushproof" Marlboro fliptop box. This commercial ended with the undaunted Mr. Shulman insisting that the fliptop box "is crushproof for ordinary size people."

■ Leo Burnett Co., the agency for the radio-tv coverage of the game, which Philip Morris shared with other sponsors, rode herd on all the tv commercials. There was some product sell for Alpine (Doyle Dane Bernbach) and Parliament (Benton & Bowles) as well as for the two Burnett-handled brands.

The five Giants, who reportedly earn more as tobacco men than they do as football players, got the kind of sendoff that would be envied by any salesman. They were given a buildup on radio with announcer-read copy that went like this:

"You know, five of these New York Giants are Marlboro men in fact as well as name. After the game today, they'll be back with the Philip Morris Co., selling Marlboro and Philip Morris cigarets all across the country. The big five include Sam Huff, Don Chandler, Lindon Crowe, Jim Patton and Dick (Little Mo) Modzelewski. You folks in Mississippi will be seeing Jim Patton at local meetings—showing filmed highlights of the past season's games. Over in West Virginia, Sam Huff will be doing the same. Don Chandler will be working in Oklahoma and Texas, while Lindon Crowe works out in California. This year's newcomer, Dick Modzelewski, will be selling for Marlboro in Ohio. We hope you'll get to see these fellows during the coming year—and we hope you'll remember what they say about Marlboro . . ." #

Fielden Elected President

W. Arthur Fielden, Bishopric/Green/Fielden, has been elected president of the Greater Miami Assn. of Advertising Agencies. Other officers elected are David Hume, Hume, Smith & Mickleberry, vp; George Chamberlin, Henry Quednau Inc., secretary; and Julian Burg, Burg Advertising, treasurer.

TRW Products Names Agency

Thompson - Ramo - Wooldridge Products, Beverly Hills, Cal., manufacturer of computing machines, has named Getz & Sandborg, Beverly Hills, to handle its account. The products division is a unit of Thompson Ramo Wooldridge Inc.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

ACCOUNT EXECUTIVE with farm or industrial client experience with twenty-five year old Midwest Agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 3181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPORTUNITY FOR GOOD WRITER

For a copywriter who has done successful trade and promotional direct mail campaigns, and who has written some national—there is an opportunity to assist copy chief on accounts that are leaders in their fields. Agency has high creative standards. Midwest location. Write giving details and attach one proof that is typical of your writing. Our people know of this.

Box 3208, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Two (2) Account Executives wanted for expanding advertising agency. Billing not essential but helpful. Prefer industrial and trade accounts.

Box 3238, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service — ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard — **Mr. Pollard**
WA 2-2306 220 S. State St., Chicago 4

JOURNALIST, thoroughly experienced in trade journal fieid, to prepare news, circulation and promotion material. Important position for man age 30-45 with profitable growing firm in the West. Direct replies to

Box 3244, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

LIKEN EMPLOYMENT SERVICE
Specialized & confidential Service
of
Advertising, P/R & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg. Fgh. 22, Pa.

DIRECT MAIL COPYWRITER location Washington, D. C. Second person in small but growing Advertising Department of private firm (not agency). Good opportunity. Write stating training and experience.

Box 3245, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED TRADE PAPER SALESMAN wanted to sell space in midwest territory working out of Chicago office. Growing monthly publication. Give complete information in resume, including compensation desired. This is a good place to work.

Box 3246, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY SUPERVISOR

Tired of bumping your head on the ceiling? Looking for a place where you can grow? We think we have it.

Large National Merchandising Organization, Midwest Headquarters. Produces great variety of advertising and promotional materials. 9-person copy department. We need a "take charge" man with broad copywriting experience. Must develop and inspire first-rate copy from others, as well as do actual writing on major jobs.

Liberal employee benefit plans include profit sharing, retirement income, group life and hospitalization insurance. Give us a full description of your advertising background; age, education, salary requirements. Samples submitted will be returned promptly, if requested.

Box 3247, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Fastest growing Westchester weekly seeks experienced advertising salesman; no age limit; wonderful opportunity; salary plus commission.

Box 3250, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

HELP WANTED

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

OUTSTANDING OPENING FOR MEDIA REPRESENTATIVE on a leading publication (serving important area of Defense Industry) in Cleveland-Pittsburgh territory. Experience serving accounts and agency personnel preferred. Send resume stating background and present total income (including expenses). All information will be in strict confidence.

Box 3248, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY NEEDS BUSINESS. We are a small advertising-marketing agency located on the Northwest side of Chicago. Long on know-how and ability, short on contacts. We offer an unusual lucrative deal to an account man or one-man agency with $100,000 to $200,000 space billing. We are a nationally recognized and accredited agency of the highest integrity with a small but excellent list of clients for whom we perform honestly and successfully. Drop us your phone number and we'll call, handling this matter in complete and utter confidence. Write

Box 3249, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY MEDIA-TRAFFIC ASSISTANT
Chicago office of 4A agency needs a smart gal to compile schedules and budgets; place orders and run a simple traffic system. It's a busy, growing shop, and this slot represents a real challenge. If you have the ability, **and desire,** to grow with us, write and send resume.

Box 3261, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE SECRETARY WITH A YEN FOR TRAVEL

Corporation president needs efficient, resourceful young woman 35 to travel with him on coast-to-coast selling trips, to handle details, arrange appointments, publicity meetings. If you want a position with variety, interesting people and places, send resume of experience and your expectations. Salary open.

Box 3262, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Man, preferably married, willing to relocate in rural New England. Some education and experience in publishing market research, promotion and merchandising, with knowledge of layout and copywriting desirable. Good starting salary, Immediate opening. Write

Box 3263, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALES

If you are an aggressive salesman, good closer, sold business magazine advertising and ambitious to get ahead, we have a real opportunity and permanence for you in our Cleveland office. Building publication with an old and respected large multiple publishers of business magazine. Salary, incentive, commission and expenses. Send complete resume to

Box 3260, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

UNUSUAL BEGINNER
SEEKS AGENCY OPPORTUNITY
For resume write
C1108 River House, Arlington 2, Virginia

MR. EXECUTIVE

Ease your load and save your energy. Prepare for the "60" boom. Meet it head on together with a bright young man. He's college bred, personable, with some 4A agcy experience; currently increasing a major mfr's business. With promotions, pub., natl ads. Ready for bigger and better things. Parle Francais, spreche Deutsch, well traveled, U. S. and abroad, with lots of contacts. Not a name dropper; handle any correspondence. Salary not paramount; opportunity a must. Hard worker. NY locale.

Box 3251, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

FILMAKER
Desires agcy. affiliation
Box 3252, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ret. ad mgr. with newspaper ad mgr. exp. seeks new challenge. Knows copy, layout, art, production. Excellent organizational and sales promotion ability. Loop or 50 mile radius west, nw., or north. (Chgo.)

Box 3253, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FUND RAISING SPECIALIST & PROMOTIONS, Sports, Entertainment & Labor Background

Box 3254, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST, strong on creativity & design, seeks spot with San Francisco ad agcy. 8 yrs. exp. in Chicago ad agencies, layout, art directing cons. & indus. ads, brochures, displays, billboards. Samples, resume on request. Write:

Box 3255, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EX-INDUSTRIAL AD MANAGER/COPYWRITER SEEKS STEADY PAYCHECK
Now free-lancing, but it's been a long, cold winter! 10 years national, retail and industrial adv. exp. Heavy on elec. goods and appliances. Age 33, married, vet, college grad. Make me an offer!

Box 3256, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MGR. or ACCOUNT EXECUTIVE
12 yrs. wide product exp. Agcy. mfgr. retl. Sales prom & national. Complete campaigns, "selling" ideas, contact, copy, adm. Resume & references on request. N. Y. metrop. area. College; 35; married.

Box 3257, ADVERTISING AGE
630 Third Ave., New York 17, New York

LET ME MAKE MONEY FOR YOU
EXPERIENCE ALL PHASES ADVTG-PR
USAF Lt separating in March. PIO 2 yrs at AF procurement hqs. Agency exp in LA, NYC, Syra: Acct work, print-bdcst copy, media, prod'n, publicity-PR. BS in radio TV. Married. Have initiative, imagination. Want responsibility, challenge in advtg or PR dept or agency. Write
Lt. George Winston, Box 1303, Area B, Wright-Patterson Air Force Base, Ohio

PUBLIC RELATIONS DIRECTOR

Skilled at PR planning, writing, publicity, pres relations, administration. 13 years top experience in PR, editorial fields. 37; family; need $12-$15,000.

Box 3258, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I DON'T WANT TO SELL SHOES!
But I may have to . . . if I can't get back into advertising. Make mine a Happy New Year by adding me to your copy staff.

Box 3259, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

AUTOMOTIVE EXPERIENCE

Age 30. Cornell University, General Motors Institute Graduate. Nine Years G.M. Marketing Experience. Ability Present, Sell Ideas and Products. Willing Travel, Relocate

Box 3264, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR-PHOTOGRAPHER, 30, strong business publication exp., top refs.

Box 3265, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Creative adman seeks new opportunity! 5-years experience with leading agencies and advertisers (mostly copy). Would like ass't ad mgr. or account work in Chicago. Married, College graduate, 29.

Box 3236, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

SAVE CASE HISTORY MONEY
CLEVELAND BUFFALO PITTSBURGH
Work out of Erie, Pa., complete articles, action pictures, releases
Walter Rudolph, R.D. 1, Fairview, Pa.

OFFICE SHARE with travel. photog. Pvt, 10x12 in aircond suite, sepr. entr. furn. tel ans ser avail. Ideal AD, Rep, artist. **Rotkin 527 Lex Ave NYC-(49th) Tel: PL-3-7464**

MOVE IN FEBRUARY 1st

Sublet in Wilmette, Illinois. Brick colonial 4 Bdrms, 3 Bths, 2-Car Garage. Refr. Stove. Dishwasher. Large lot. Best Schools. Convenient Transportation. $350 Mo.

Box 3266, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAST CALL: Dept. store sales prom. & adv. mgr. 15M
A. E., INDUST. To late 40's. $13,500
MEDIA DIR. branch of top-bracket agency. Effective with clients, marketing-minded. Print & broadcast. 13M
MKTG. RESEARCH EXEC. with sls. analysis & forecasting exper. aiming at mktg. 12M
COPY, bldg. materials promotional. $9,500

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1042
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY · COMMERCIAL
CONVENTION · INDUSTRIAL

EXPORT IMPORT NEWS

THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave. New York 17, N. Y.
Or Write our Western Advertising Office—354 S. Spring St., Los Angeles 18, Calif.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

PRODUCTION MANAGER
REAL OPPORTUNITY

Must have experience engraving, printing, newspaper color & B/W adv., etc. Must know how to close out and keep control records. Full responsibility, good starting salary, Profit-Sharing, fast growing food agency. Send resume in confidence. Specify salary required. **Write Mrs. M. Pervos, Lilienfeld & Co., 121 West Wacker Drive, Chicago, Ill.**

MR. AD EXECUTIVE

Looking for an account executive, ad manager, copy writer, media director or space salesman? Contact:

FRED JOHNSON

formerly with Crowell Collier, now Advertising Employment Consultant

DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake St., Chicago RA 6-6187

WANTED
ACCOUNT EXECUTIVE
$10,000,000
Chicago Agency

Immediate opening for young, ambitious executive to supervise major division of multi-million dollar packaged food account. Unusual opportunity for the right man to step up from a subordinate position—or a smaller account—in the packaged food field to a challenging key spot in a major agency. If you are in your early 30's and fit this profile please write giving age and resume of personal and business history. All inquiries will be kept confidential.

Box 865, ADVERTISING AGE
200 E. Illinois, Chicago 11, Ill.

To a
CREATIVE PRO
who would like a happier new year

New business and growing accounts have made possible our third major expansion in the last ten years. To start the new year, we're seeking a knowledgeable copywriter with previous agency experience and a proved ability to create ideas and write highly original copy. You'll be a key man in this $2 million agency. Write us detailing experience, salary range and other pertinent facts.

Howard Swink, President
HOWARD SWINK ADVERTISING, INC.
327 E. Center St. Marion, Ohio

ADVERTISING ASSISTANT

for a recently-formed associate firm of two major chemical compañies. Strong creative abilities and writing talent required for planning and supervising national advertising and PR programs. Fine career opportunity for a young man with vision, ambition and promotional instinct. Send qualifications and preferred salary range to:

Director of Personnel, MOBAY CHEMICAL COMPANY, Pittsburgh 34, Pa.

A CAREER REVIEW

. . . may be in order!

We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.

Confidential — Nationwide — Efficient

Send your résumé for Confidential Handling

DRAKE PERSONNEL, INC.

America's Largest Advertising Placement Agency

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

WANTED TO BUY

Successful Company Now Creating and Selling Syndicated Direct Mail Advertising . . . or Anything Printed on Fine Paper.

You may sell directly to business or industry for their own promotion or consumption, or thru retail outlets. If you create and sell we're interested. Your key personnel would be retained. Furnish in confidence your annual dollar volume and facilities. **Box 106-D, Royal Oak, Mich.**

UNUSUAL OPPORTUNITY IN PUBLISHING FIELD

We need another key man in our growing publishing business. It offers an unusual opportunity in a top management position.

Here are some of the specifications we have in mind:

1) Broad experience in trade or business paper field.
2) Working knowledge of circulation, sales promotion, market research, as well as sales, editorial and production.
3) Creative thinker, planner and "idea man" with follow-through.
4) Probably 30-40 years old.
5) Administrative ability capable of coordinating department functions smoothly.
6) Architectural or building industry background would be helpful.

And these are some of the important things to consider about the company:

1) Location—Bay area of California, ideal living and working conditions.
2) Relatively young (in its 5th year), aggressive, financially sound.
3) Now publish two national magazines in growth fields. Other Developments pending.
4) Profit sharing plan supplements good income possibilities.

Please write in complete confidence and give full personal and work history to:

James W. Zuber, President
HUDSON PUBLISHING COMPANY
Number One First Street
Los Altos, California

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MARKET RESEARCH FIELD MANAGER

Experienced manager. Complete supervision field staff activities, industrial research. Includes recruiting, training, assigning and evaluating. Heavy correspondence. Some travel. Salary open.

Box 863, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N.Y.

For Sale
Unusual and Unopposed
PUBLISHING COMPANY
(available due to owner's ill health)

Products serve . . . Banks, Mortgage Co.'s, Savings and Loan Assocs., Real Estate Co.'s, Farm—Ranch and home owners. Est'd. 1927.
All products up to date. No compiling costs.
Potential over a million dollars a yr. Business has been neglected the last five yrs. due to age and illness.
Now grossing $95,000.00 yr.—netting $65,000.00—Something to think about! Overhead expenses negligible. Can be directed from any locality. $150,000 will handle. Telephone John Yeager for details and appt. GRaceland 7-3200, Chicago, Ill.

OPPORTUNITY
for a copywriter who wants more recognition and room for growth

Financially stable agency staffed with congenial people has an opening for an imaginative writer.
The city is Syracuse, New York, which has been called one of the fastest growing communities in the country. A pleasant University town with excellent diversification of industry.
The job starts with writing, but can develop fast into account handling and other important areas.
In this agency you can grow into participation status, with virtually no ceiling on income if you can display initiative, ambition, and drive.
Write fully in confidence—send one or two samples, and present salary requirement to
President
SPITZ ADVERTISING AGENCY
530 Oak Street, Syracuse, N. Y.

GOLDEN OPPORTUNITY
for
ADVERTISING SPACE SALESMAN TO BECOME COMPANY EXECUTIVE
Starting Salary $8 - $15,000

Perhaps you've dreamed of running the show—or being the boss. If you got it, and can prove it, let's get together.
This is a genuine opportunity for an experienced account executive or media salesman to help head Philadelphia's principal independent outdoor advertising firm. Interview granted upon receipt of complete resume.
Lenard Landau, President
Landau Outdoor Advertising Company
3627 N. Smedley Street
Philadelphia 40, Pennsylvania

wanted:
a writer with TALENT

One of Chicago's most creative agencies needs an outstanding writer.
You must be able to think visually—both for print and for television film.
This is an important job, so of course experience counts. But talent counts even more.
Box 864, ADVERTISING AGE
200 E. Illinois, Chicago 11, Ill.

TV's Biggest Spenders

Network and Spot
1st Nine Months, 1959

Source: Television Bureau of Advertising

	1958	1959
Procter & Gamble Co.	$62,038,295	$72,639,411
Lever Bros. Co.	27,937,741	36,900,073
Colgate-Palmolive Co.	25,868,960	28,549,617
American Home Products Corp.	18,673,081	27,617,314
General Foods Corp.	23,312,743	26,527,316
R. J. Reynolds Tobacco Co.	14,061,289	16,217,071
General Motors Corp.	15,958,568	14,990,702
Bristol-Myers Co.	13,857,262	14,099,911
P. Lorillard Co.	12,061,986	13,982,586
Adell Chemical Co.	8,470,700	13,707,900

Note—These are gross time charges only, as provided by TvB. An estimated 20%-25% should be added to cover program-production costs, except in the case of Adell Chemical Co., which uses spot exclusively. In that instance the actual outlay is a good deal less because of discounts involved.

Success of Swedish Toothpaste Splits Guy-Lee Agency

PALO ALTO, Dec. 29—A mail order campaign in the U.S. for Vademecum, a Swedish toothpaste, has proved so successful that it has, in effect, broken up a pioneer Palo Alto advertising agency, Guy-Lee Advertising.

Effective Jan. 1, William M. Lee, an agency partner, will set up Lee Advertising, while Douglas B. Guy becomes Guy Advertising & Marketing Services.

"Toothpaste promotion," Mr. Guy explains, "just reached the point where it was taking too much of my time away from the agency partnership. So Bill and I will continue working together, in the same office space (at 430 Cambridge Ave.), but as separate agencies."

■ Mr. Guy ran into Vademecum, manufactured by Barnangen's of Stockholm, Sweden, and was so impressed by its merits that he set up a new sales and distributing company, Golden Valley National, to become U.S. importer and distributor of the Vademecum toothpaste and mouth wash.

"Vademecum," he told ADVERTISING AGE, "carries with it a terrific reputation from Sweden. Many world travelers know about it and have tried to buy it on the American market. However, only the mouth wash was sold here, and only in the New York area where the toothpaste was also available prior to World War II.

■ "Our problem," Mr. Guy continued, "was simply how to buck the big money advertisers in what is perhaps the most competitive of all advertising fields, the sale of dentifrices.

"We figured it had to sell here as a quality item or it just couldn't compete in the U.S. toothpaste market. So the price was initially set at 75¢ (it has since gone up to 79¢), which gave us the proper mail order markup and made it possible for us to go into direct mail.

"The plan was kind of daring," Mr. Guy said, "because we offered a free sample to anyone who would write in for it. The sample is a travel-tube size and the first test was in *Coronet*.

■ "This test drew nearly 4,000 inquiries. When the individual inquiry was answered, we sent back a blue card which asked the potential customer to recommend his or her favorite drug store.

"Nearly 24% sent back the recommendation cards and of this total, 11% converted their reply to orders which averaged two dozen tubes."

So Mr. Guy scheduled small ads in *House Beautiful, House & Garden*, the *Los Angeles Times, New York Times, Parents' Magazine* and *Sunset Magazine*, using mail order sections with feminine readers.

■ "In the meantime," Mr. Guy said, "we wrote to all the people who had sent back blue cards to us but whose drug stores had failed to purchase the new toothpaste. From this mailing we received more than 3% returns on a 10-tube offer.

"Now we plan to shift gears and develop markets, area by area. We will apply the same mail order methods of stirring up interest by offering free samples but instead of placing the ads in national media, they will be utilized in the Sunday editions of the newspapers in the markets involved," Mr. Guy said. #

Thiokol Chemical Slates Print Drive on Yacht Caulking

TRENTON, N. J., Dec. 29—The chemical division of Thiokol Chemical Corp. will launch a $40,000 campaign in January to promote the advantages of caulking compounds containing its polysulfide liquid polymer in the pleasure boat field. The added drive will bring the division's 1960 budget to more than $250,000.

Aimed at builders, yard owners and boat owners, the campaign will be initiated with an exhibit at the National Motor Boat Show at the New York Coliseum Jan. 13-24. Thiokol will use six two-color pages in *Yachting* and six b&w pages in *Boating Industry* throughout the year. Point of sale material and public relations will also push the use of liquid polymer, a kind of synthetic rubber. The ads will list the 15 companies that process and sell the finished compound.

Brown & Butcher, New York, is the agency. #

Court Upholds FTC Ban on Merchandising Discrimination

A Federal Trade Commission order against some types of radio and tv merchandising plans, which allegedly favor some retailers over others, has been upheld by the U.S. Supreme Court. The court test came as a result of an appeal by P. Lorillard Co. and General Foods, two of a number of advertisers named in a 1956 complaint. Merchandising plans on the three major networks were involved in the action; broadcast time was offered in exchange for chain store promotion. Where still in existence, these plans have since been revised to meet the commission's objections.

On June 4 the third circuit appeals court upheld the cease and desist order against eight advertisers. The Supreme Court's refusal to review the lower court's decision was announced Dec. 14.

WHALE OF A PROMOTION—*Our Own Food Products Corp. is using a 900 24-sheet showing in New York to promote its pike and whitefish gefilte in packaged form.*

Revlon Slates Weekly TV Show

Revlon Inc. (Warwick & Legler), New York, will present a weekly variety show on CBS-TV, Thursdays at 10 p.m. (EST), starting Jan. 28. The new hour program will replace Revlon's 90-minute "Big Party," which had shared a Thursday night time period with "Playhouse 90," one of the few remaining live dramas on network tv. With the Revlon shift "Playhouse 90," a co-sponsored vehicle, will be offered only as a special; eight more are scheduled this season.

Perkins to Join Tatham-Laird

Lou Perkins joined the radio-tv production staff of Tatham-Laird, Chicago, on Jan. 1. He formerly was a senior producer at American Broadcasting Co. and associate producer of Don McNeill's "Breakfast Club" show.

Wilkins Joins French

J. Benton Wilkins, formerly advertising manager of The Carter Carburetor division of ACF Industries, has joined the account management group of French Advertising, St. Louis.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____
Street _____
City _____ Z___ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

52 Years After Hill's Pall Mall Purchase, Brand Reaches Top

NEW YORK, Dec. 29—Pall Mall, the cigaret that first intrigued George Washington Hill and then Paul Hahn, has finally hit the top spot in sales, surpassing Camel, leader for 10 years.

Pall Mall, the first king-size smoke to come home first, ended 1959 with sales of 64 billion cigarets, as against Camel's 63.5 billions, according to *Business Week's* annual survey (AA, Dec. 28).

It was Mr. Hill who was responsible for American Tobacco's concentration on the brand (acquired by purchase of the Butler-Butler company) and it was Mr. Hill who committed Pall Mall to advertising PMs on magazine back covers. The theme then was "A shilling in London, a quarter here."

Paul Hahn, current president of American, is regarded as "the brain behind Pall Mall." He first got the brand when he was president of American's subsidiary, American Cigarette & Cigar Co. It was under Mr. Hahn, in 1940, that the first advertising of the present blend flowered.

THE LEADER—*Pall Mall, new leader in cigaret sales, according to Business Week's figures (AA, Dec. 28), has been using ads such as this color magazine spread recently. Sullivan, Stauffer, Colwell & Bayles is the agency.*

■ "It was Hahn who masterminded the mass promotion" of the brand, according to "Sold American," official history of the American Tobacco operation. "His clinching campaign for Pall Mall was tuned as closely to the public consciousness, perhaps, as any advertising can be. 'Modern design makes the big difference' was the tag line, and apt illustrations were provided by the progress of rearmament. Modern design in tanks, rifles and aircraft was compared to the cigaret's new shape; so successful were the ads themselves that billboard copies of them were being used in China ten years afterward—with the name Pall Mall blotted out and any one of a number of commodities substituted."

With World War II coming closer, Pall Mall's radio spots clarioned: "On the land, in the air and on the sea" (punctuated by the rising "beep, beep, beep" of a destroyer whistle). This commercial went on the air 4,490 times a week. Then came a wartime hiatus for Pall Mall's beep spot (it sounded too much like an air raid warning).

Since 1936, Pall Mall has been handled successively by Blackman Advertising, which aimed copy at women; Young & Rubicam, which saw the brand go king size; Ruthrauff & Ryan; Foote, Cone & Belding; and now by Sullivan, Stauffer, Colwell & Bayles.

■ Pall Mall, like its sister brand, Lucky Strike, has had its troubles with the Federal Trade Commission in the matter of advertising claims. The FTC in 1942 argued that Pall Mall does not "filter the smoke in such a way as to get rid of throat irritants." The commission also objected to PM's ad claim that tobacco finger stains can be eliminated by switching to Pall Mall and argued that PM advertising hinted that the cigaret was English made.

By 1952 the ten-year-old case was dropped by the FTC. Pall Mall had modified its ads in the interim, but regularly featured the claim that the cigaret's extra length meant a milder smoke. By 1949, the year in which Camels caught up with Lucky Strike in sales, Pall Mall was No. 6.

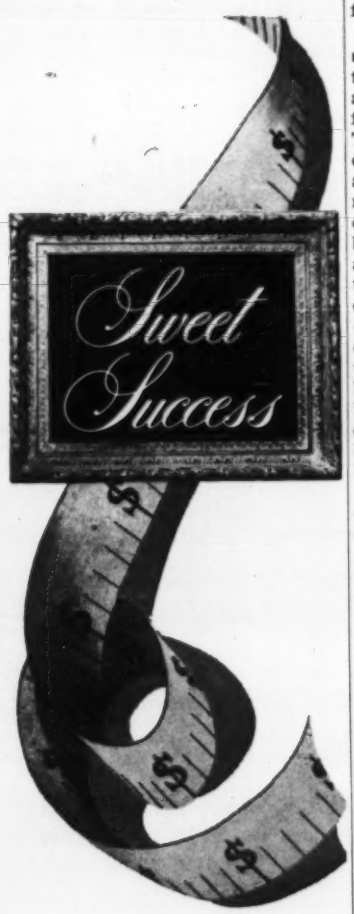
Today, Pall Mall ads still proclaim: "Outstanding . . . and they are mild!"

■ The biggest chunk of Pall Mall's ad money goes into tv. And unlike a great many cigaret brands, Pall Mall has been able to latch onto shows it likes, and to stay with them over several seasons. The brand has been alternate sponsor of "Tales of Wells Fargo" for four years and "M-Squad" for three, both on NBC. A third network vehicle will be added to its schedule in January, when the brand takes over as alternate sponsor of "Tightrope" (CBS-TV).

There are approximately 50 stations on the spot tv schedule —87% of the spot schedule consists of minutes; the rest of 20-second units.

Second most important weapon in this brand's ad arsenal is print. Magazines, newspapers and supplements all are used consistently. Radio—spot; there is no network —ranks third, with 580 stations now carrying minutes. Also used regularly is outdoor.

Reduced to its simplest terms, the technique used by SSC&B to advertise Pall Mall aims at reaching as many people as possible as many times a day as possible. The target is always for a dual (that is women and men together) audience. There is no daytime tv, for example, and radio is used primarily during the peak hours for that medium. #



SWEET SUCCESS
adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

I T C
INDEPENDENT TELEVISION CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

AUGUSTUS H. PAYNE

MONTCLAIR, N. J., Dec. 29—Augustus H. Payne, 72, former vp of Executive Service Corp., an employment agency specializing in advertising agency personnel, and a former advertising agency executive, died Dec. 27 at his home in Upper Montclair after a long illness. He had undergone surgery in September.

Mr. Payne moved to New York from Kansas City in 1902 and joined the advertising staff of the old *Literary Digest*. Subsequently, he was an account executive with N. W. Ayer & Son, Philadelphia, and later was treasurer of Outdoor Advertising Agency of America, which went out of business in the 1930s. He was later an account executive with Cowan & Dengler, New York, before joining Executive Service Corp. as vp. Since his retirement six years ago, he had been a consultant for Executive Services.

Spitzer & Mills Adds Account

Trans Canada Credit Corp. Ltd., Toronto, finance company, has awarded its advertising account to Spitzer & Mills Ltd., effective Jan. 1. The account, estimated to involve $250,000 to $300,000 a year in terms of billings, was formerly at R. C. Smith & Son Ltd.

Stauder Joins Kribs

Paul Stauder, formerly studio art director and designer for print and point of purchase materials of Ross Art & Randall & Smith, New York, has been named art director of Russell S. Kribs Associates, St. Louis.

GM's Scientists Create Ads for New Laboratories Series

DETROIT, Dec. 29—Creating an effective institutional advertisement is not the easiest task to confront an agency. Campbell-Ewald Co. recently was happy to hear it had no work to do beyond securing space in presenting a new General Motors institutional ad for scientific and technical publications. The series is outlining some of the activities at General Motors Research Laboratories.

When it was decided to do this series, which started in December publications and is expected to run monthly for the next year, General Motors lab people elected to do the creation job themselves. They did not elect to educate a group of writers and artists from an agency to the point of being able to do a proper job. The task was delegated to the staff of Ralph A. Richardson, head of the administrative engineering department in the laboratories.

"We try to back up the assertion that we can do anything over here," said Mr. Richardson, "so we took this one on."

■ The two technical people who are doing a professional creative job on the ad series are Keith Gardel, a physicist by profession but a chap who was "bitten by a typewriter," according to Mr. Richardson, and Herbert Lash, engineering department artist. They have done all of the art and copy work on the series so far. It appears Campbell-Ewald people will only be called upon to lend a small hand.

The series is an informative one, aimed to give visibility to some of the non-automotive projects always being carried forward in the laboratories, such as work in friction fundamentals, radio active isotopes, combustion research materials, and semi-conductors (transistors), to name a few.

The General Motors Research Laboratories are located in the giant GM Technical Center in Warren Township, on the outskirts of Detroit. They have a long history of accomplishment since their inception nearly 50 years ago, under direction of the late Charles F. (Boss) Kettering. Present chief of the lab is Lawrence R. Hafsted, a vp of GM, who came to the position from Massachusetts Institute of Technology at the time of Mr. Kettering's retirement several years ago.

■ Publications selected in which to run the new GM institutional series include *Aero Space Engineering, American Mathematical Monthly, Astronautics, Chemical & Engineering News, Chemical Engineering Progress, Electrical Engineering, Journal of Electro-Chemical Society, Journal of Engineering Education, Journal of Metals, Mechanical Engineering, Metal Progress, Nucleonics, Physics Today, Proceedings of the Institute of Radio Engineers, Science, Science News Letter, Scientific American, Society of Automotive Engineers' Journal* and *Tool Engineer.* #

Merchandising Aid Keys Tillamook's '60 Ad Schedule

TILLAMOOK, ORE., Dec. 30—Stronger merchandising on the part of tv stations is bringing an increase in use of tv spots in the 1960 advertising program for Tillamook cheese, product of Tillamook County Creamery Assn.

The release of the schedule to media carried the notation: "Some cities are receiving tv only because of superior merchandising efforts on the part of tv as contrasted with dilatory efforts on the part of newspapers in those cities."

Tv spots have been set up for Portland, Sacramento, San Francisco, Los Angeles, San Diego, Seattle, Spokane and Boise. Newspaper advertising will be carried monthly in 63 dailies in Oregon, California and Washington. Tillamook also will use *Sunset* each month through 1960.

■ "Tillie from Tillamook," the star of Tillamook's fall tv campaign, will be featured in the new television spots and will also appear in newspapers and *Sunset* magazine. All print ads will carry a special dish-of-the-month recipe, and tv spots will be closely coordinated.

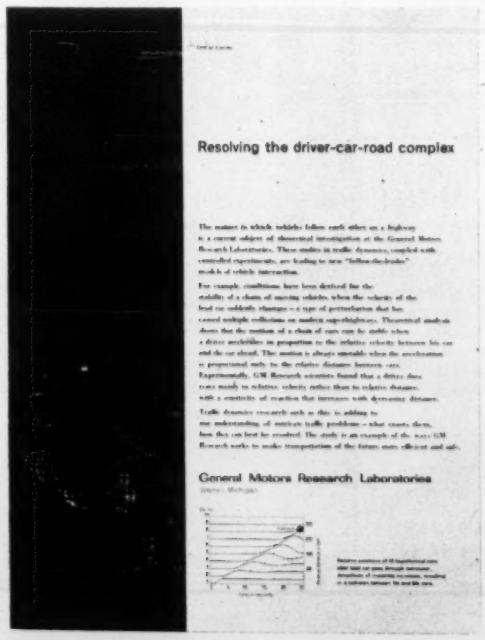
Showalter Lynch Advertising, Portland, is the agency. #

K&E Names Three VPs

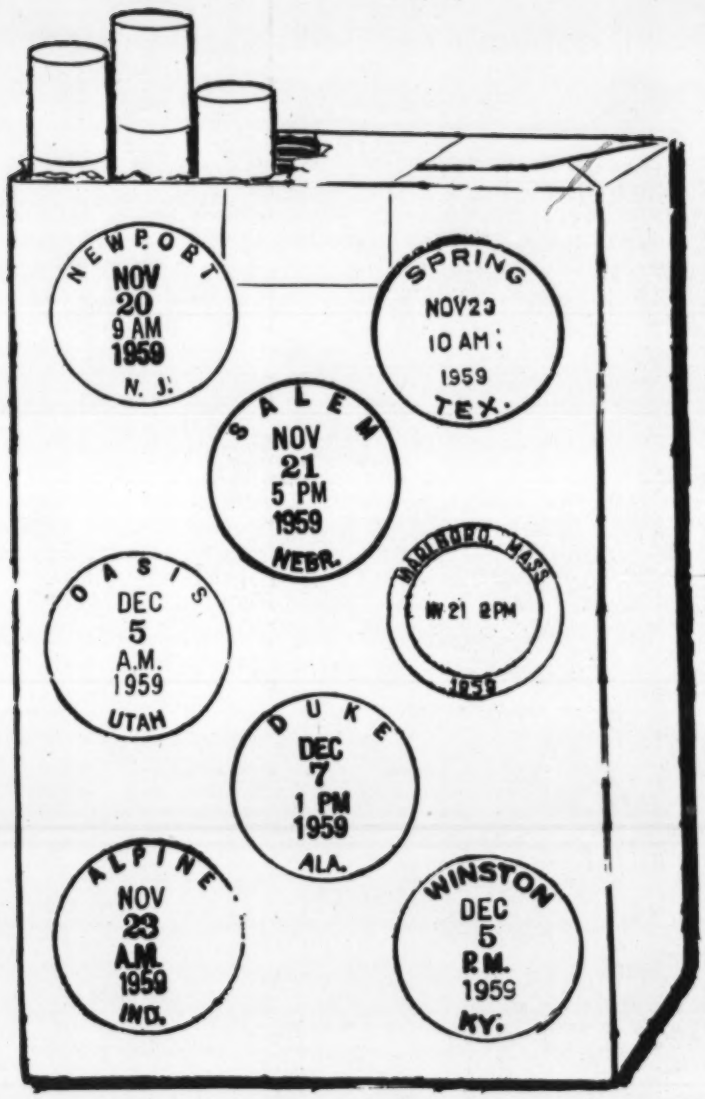
Kenyon & Eckhardt, New York, has named James R. English Jr., who joined the agency in May as an associate media director, and Alfred A. Lawton, who joined K&E in 1957 as an account executive, vps. Robert Ellis, who joined K&E's Detroit office last year as an account executive, also has been named a vp.

Chain Bike Names Richland

Chain Bike Corp., Rockaway Beach, N.Y., has appointed Richland Advertising to handle its trade advertising for Ross bicycles, Rotary power mowers, imported English lightweights and Mobylettes, and Moby scooters.



NEW GM LABS AD—*This ad, which features activities at General Motors Research Laboratories, is scheduled to run in January issues of 18 scientific and technical publications.*



Grit filters out the big towns, concentrates on small towns for **balanced national coverage!**

Less than 1/10 of 1% of Grit circulation goes to cities of 1,000,000 or more . . . the teeming metropolitan centers where the mass magazines hold sway. And 59% of Grit circulation is concentrated in towns of 2500 or fewer . . . hard-to-reach towns where mass-magazine circulation thins out. Does this mean you need Grit to help you get balanced national coverage? It certainly does! And you must have balanced national coverage for total marketing success.

GRIT

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NOW 6 DAYS A WEEK
GOLDEN GATE PLAYHOUSE
10.3 cume rating
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